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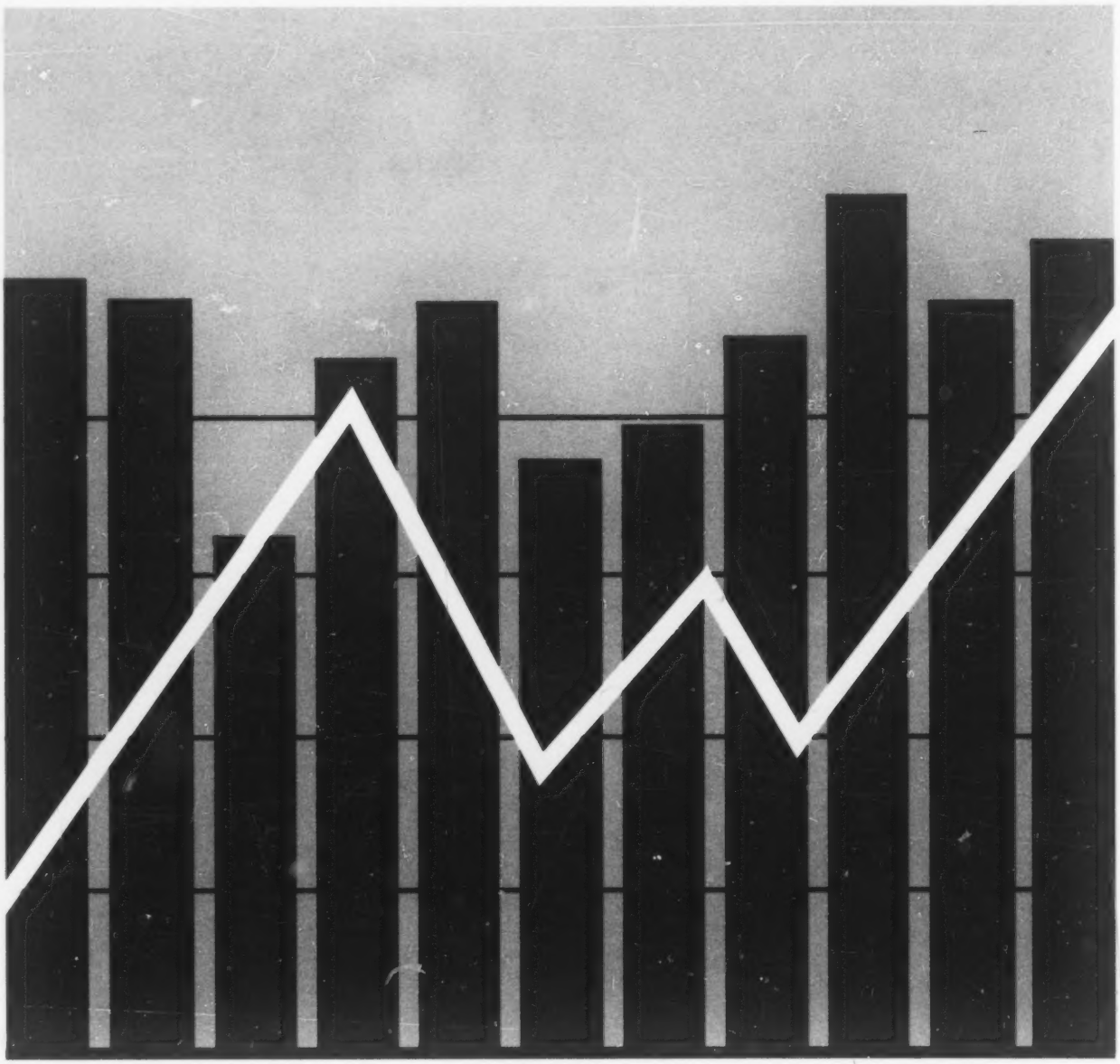
# 1988 Magazine Trend Report

**Five-year circulation and advertising rate trends of 173 U.S. and 59 Canadian magazines.**



Audit Bureau of Circulations

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# ABC Magazine Trend Report 1983-1987

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# FOREWORD

**PURPOSE.** The 1988 ABC Magazine Trend Report is published primarily for advertisers, advertising agencies and publishers interested in objective information on a large number of ABC-audited magazines.

This report includes circulation and advertising rate data for 173 U.S. and 59 Canadian ABC magazine members. The data in this edition have been compiled for the five year period from 1983-1987. U.S. magazines are grouped according to general interest categories which correspond to the publications' main listing in Standard Rate & Data's Consumer Magazine edition. The Canadian magazines are listed in two sections - English and French - and grouped according to general interest categories which correspond to the publications' main listing in Canadian Advertising Rates & Data.

**CRITERIA.** To be included in this report, a U.S. magazine must have an ABC-audited average paid circulation of at least 100,000 and an annual advertising revenue of at least $1,000,000. Canadian magazines must be ABC members.

**PUBLICATIONS.** The 1988 Edition includes eleven (11) new U.S. and ten (10) new Canadian magazine listings:

| New U.S. Publications | New Canadian Publications |
|---|---|
| American Heritage | Alberta/Western Report |
| Backpacker | L'Argent Et Vous |
| California Magazine | Canadian Living's Food Magazine |
| Connoisseur | Eastern Woods & Waters |
| Endless Vacation | Plans de Maisons du Quebec |
| Hadassah | Santé |
| New England Monthly | Select Homes |
| Outside | Sel Et Poivre |
| Satellite Orbit | Toronto Life Fashion |
| Scientific American | Travel A'la Carte |
| Skin Diver Magazine | |

Previously listed publications not included in this edition are: Canadian Workshop, M, Photo Life (Canada).

**DATA FOR EACH MAGAZINE INCLUDES:**

Average paid circulation
Percent of subscriptions
Post expiration copies
Total subscription sales
% circulation within 48 continental states
Subscription and single copy prices, with percent discount
Percent sold with premium
Advertising page rates - black & white and four color
Cost per page per thousand circulation
Advertising rate base/circulation guarantee
# of issues below rate base/circulation guarantee

In addition to the data provided on individual publications, indices are provided for each of the classifications. These tables use 1983 as the base year (if available) and show percentage changes for each subsequent year for three data items.

# FOREWORD (cont.)

**EXPLANATION OF DATA ITEMS AND SOURCES.**

**Average Paid Circulation.** This figure, rounded to the nearest hundred, is a weighted average determined from Average Total Paid Circulation reported in Paragraph 1 of June and December Publisher's Statements and/or Initial Audit Reports (see Special Notes, page 7).

**Percentage Subscription.** Determined from same information used for Average Paid Circulation (above).

**Post Expiration Copies.** This figure is taken from Paragraph 7 of the June and December Publisher's Statements.

**Total Subscriptions Sold.** This figure, rounded to the nearest hundred, is the sum of the totals reported in Paragraphs 3-6 of June and December statements.

**Percentage of U.S. Circulation.** Determined by subtracting the total circulation for Alaska & Hawaii from the total U.S. and dividing by the total U.S. Circulation from Paragraph 12 of the June and December statements.

**Percentage at Basic Rates.** Determined by dividing the sum of lines 3a., 3b. and 3d. from June and December statements by Total Subscriptions Sold (above). NOTE: To maintain comparability with the data shown in previously issued ANA reports, all subscriptions sold at prices other than those reported as being sold at "lower than basic prices" have been included in the calculation of the "%@Basic Rates." Accordingly, subscriptions sold at "higher than basic prices" and those sold at "association subscription prices" are included in the percentage of subscriptions sold at basic rates.

**Percentage Sold with Premium.** Determined by subtracting line 6a from the Total Subscriptions Sold in Period and then divided by the Total Subscriptions Sold in Period for the June and December statements.

**Single Copy Price/1 Yr. Sub. Price/% Disc.** Information is taken from the December 31st reports of each year and reflect information in effect as of December 31st of each year. All prices shown reflect those noted as "Basic." The percent discount is based on the difference between the one year subscription price versus the single copy price multiplied by the total number of issues for the year.

**Advertising Rates.** For U.S. publications, the four color and black & white rates shown are those reported in effect as of December 31 of each year, based on Standard Rate and Data Services' Consumer Magazine issues. The advertising rates for Canadian publications were compiled from January 1984-1988 issues of Canadian Advertising Rates & Data.

**Cost per Thousand.** Determined by dividing the advertising rate by the average paid circulation and multiplying by 1,000.

**Rate Base/Circulation Guarantee.** Information on each publication's advertising rate base/circulation guarantee was obtained from released ABC Audit Reports. The abbreviation "N.C." (none claimed) appears for any year a publication may not have reported a rate base/circulation guarantee.

**Issues Below Rate Base.** A total # of issues that did not meet the publication's advertising rate base/circulation guarantee for the June and December statements.

**FUTURE EDITIONS.** The next edition of this report will incorporate 1988 data. Suggestions for making future editions more useful are welcomed.

# GENERAL INFORMATION RELATING TO CIRCULATION METHODS USED BY PUBLISHERS

Audit Bureau of Circulations (ABC) reports provide quantitative facts on circulation, not qualitative measures of the relative merits of circulation methods. However, ABC figures provide a basis for questions to publishers regarding the use of various channels of distribution and selling techniques.

The publisher's selection of circulation sources is based primarily on the economics of each source for the particular publication, its long-range and short-range effects on the publication and over-all circulation objectives.

The following may be helpful in attaining a better understanding of the various channels of distribution used by magazine publishers and reported on in ABC Publisher's Statements and Audit Reports.

### A. Single Copy Sales (Paragraph 1)

Single-copy sales are obtained through newsdealers, supermarkets, drugstores, confectionery stores, tobacco shops, hotels and other retail outlets. It has been stated that although the continuity of purchase of a magazine in this manner is more likely to be on an irregular basis, the act of buying is generally believed to indicate strong interest in the magazine purchased.

At the same time, special interest publications and others may place less emphasis on the importance of having single-copy circulation because of inherent marketing factors for reaching target audiences in the most economical manner.

*Bulk and all other.* This circulation is explained in Paragraph 11 of ABC reports. Normally such circulation includes multiple-copy sales of an individual issue to a single source and may be a part of a promotion program by the bulk purchaser.

### B. Channels of Subscription Sales (Paragraph 5)

**(a) Ordered by mail and/or direct request.**

Usually this method of subscription procurement is considered by many publications to be the most important and profitable method of obtaining renewal subscriptions. It is frequently claimed that this is the largest source of new subscriptions and often represents the greatest number of subscription sales reported by ABC member magazines.

Using this method of subscription procurement, publishers can to a large extent direct their subscription promotion efforts to specific markets or prospects of predetermined and known characteristics. Renewals are generally solicited by mail and many publishers believe that new subscriptions "ordered by mail and/or direct request" produce a higher renewal rate.

Since it is considered difficult to utilize individualized sales approaches for this method of subscription solicitations, especially for new business, offers frequently include short-term "introductory" subscriptions at a special price, long-term subscriptions at substantial savings, or "sweepstakes" offers. Apparently, the use of combination offers or the offer of premiums are less frequently used as a procurement method for this type of subscription.

**(b) Ordered through salespeople.**

1. *Catalog agencies and individual agents.* The bulk of the subscription production from this source is generally in the form of institutional orders for schools, libraries, etc. Often this kind of business is solicited on a bid basis for magazine lists preselected by the institution. Copies sold through this source would seem more likely to have high multiple readership.
2. *Publisher's own and other publishers' salespeople and -*
3. *Independent agencies' salespeople.* Field selling staffs may be directly supervised by publisher personnel or they may be independently owned and operated. They may opt to sell on a direct contact basis or they may be sponsored by a local civic or charitable organization.

Field selling staffs are usually composed of "professionals" who depend on selling subscriptions as their livelihood. In order to validate that the sales staff of these agencies conform to the policies of the agency and/or publisher and the rules under which they are authorized (which might stipulate no sympathy appeals, full payment of the authorized price under the payment plan authorized, proper use of premiums or combinations, etc.), many publishers endeavor to verify a percentage of the orders by mail and/or field surveys and supervision.

It is generally felt that abuses in this type of selling are less frequent today than in the past. This can be attributed to the efforts of the Magazine Publishers Association, the Federal Trade Commission and individual publishers.

It is considered normal practice for field selling staffs, whether publisher-owned or independent, sponsored or unsponsored, to receive a higher commission rate than independent agents or subagents of catalog agencies. This could be either in the form of cash bonuses or lower remitting rates.

4. *Newspaper agencies.* Practically all subscriptions received through this channel are sold in combination with newspapers. It is customary to have one specified newspaper included in every combination offer. The combination usually will include several magazines, selected by the subscribers.

   Sales are made by the newspapers' carrier staffs or through a mail solicitation effort conducted by the newspaper.

5. *Members of schools, churches, fraternal and similar organizations.* Sales in this category differ from the sponsored sales of field staffs in that the sale is made by members of the school, church or other organization rather than by a professional salesperson.

   Generally, the student or organization member sells from a brochure listing many different titles. While friendship or a willingness to help out a good cause may enter into the decision to purchase, in entering into such a sale the customer nonetheless selects the magazine or magazines of their choice from the list.

**(c) Association memberships.**

Subscription prices of magazines issued by associations are often included in the annual dues and are non-deductible from those dues. In these cases the publisher usually has control over selling methods. The subscriber does not have the choice of free selection.

Some associations permit the member to deduct the price of a subscription to the publication from the dues. In these instances the subscriber makes the choice when joining the association or renewing the membership.

In either case, the method is explained in ABC reports, Paragraph 11 - Explanatory.

**(d) All other channels.**

When production is generated from other channels, these other channels are described in Paragraph 11.

## C. Other Factors Influencing Circulation

### Use of Premiums (Paragraph 6)

Premiums given with magazine subscriptions may be "free" to the subscriber, in that no additional charge is made for the premium, or an additional charge may be made for the premium. ABC rules require that such sales be properly reported.

One type of premium frequently used is a book containing the same general kinds of material as in the magazine. This is a "related" premium and usually indicates reader appeal in the subject matter appearing in the publication.

The second type of premium often used is "unrelated" to the magazine. Use of this kind of premium may have a significant influence on the subscription purchase.

The ABC rule on premiums requires that in order for the subscription to qualify as paid, the amount paid by the subscriber must equal the full value of the premium, plus not less than 50 percent of the basic subscription price of the publication for terms of one year or less. For terms of more than one year, it must be at least 50% of the pro rata of the basic annual prices for the term of the order. The value of the premium is either determined by a stated value or one based on cost plus 25 percent. The highest figure is the one used.

**Duration of Subscriptions Sold (Paragraph 4)**

While for many years it was considered to the publisher's advantage to obtain original and renewal subscriptions for as long a period as possible, the effect of current inflationary trends on postage and production costs is such that many publishers prefer to limit the number of long-term subscriptions and their long-term obligation at current prices.

At the other end of the scale, short-term subscriptions of less than one year's duration are generally considered worthwhile to the publisher only if they can be converted to longer-term renewals or to meet specified short-term circulation objectives.

Long-term subscriptions are frequently obtained through field staff solicitations while shorter "introductory" offers are usually associated with direct mail new business offers. The relative worth of one year subscriptions vs. two, three years or more, from a readership and responsiveness standpoint is subject to differing evaluations.

**Post Expiration Copies (Paragraph 7)**

Some publishers follow a policy terminating subscriptions promptly at expiration. Others consider serving additional copies past the expiration date as a good method of obtaining renewals and assuring continuity of service to the subscriber.

If copies are served consecutively without missing an issue, ABC rules permit including the copies served beyond expiration in paid circulation up to three months for domestic and six months for foreign subscriptions, providing at least 50 percent of the basic annual subscription price was paid originally. Subscriptions carried as post expiration copies beyond the specified period must be omitted from the paid circulation count.

**Cost of Obtaining Circulation**

Data on the costs of circulation acquisition do not appear in ABC reports as they represent confidential and internal operating costs of the publisher. Questions to publishers may sometimes elicit considerable information on costs, but such figures may be difficult to analyze and to compare unless it is known what factors may be included or excluded.

It is generally agreed that high-cost circulation is usually poor economics for the publisher over the long run; it may represent a poor investment for the reader if editorial quality is impaired to support it; and a poor buy for the advertiser if it does not produce interested and responsive readers.

At the same time, the cost of circulation acquisition should be considered in terms of the overall life of the subscription. Some subscription sources may have an initially higher cost or involve considerable investment by the publisher, but will represent more economical or low-cost circulation to the publisher over the long run because of a high rene performance.

# SPECIAL NOTES

Not all of the publications included in this report were magazine members of ABC during the entire period of 1983 through 1987. As only ABC circulation data were used, no information has been shown in the report for those years that the publication did not hold ABC magazine membership.

The following information pertains to those magazines not having trend data for the full five year period covered by this report.

**U.S. PUBLICATIONS:**

**Bicycling** - Initial Audit covered the six-month period ended December 31, 1983.

**Country Home** - Initial Audit covered the six-month period ended December 31, 1984.

**Elle** - Initial Audit covered the six-month period ended December 31, 1985.

**Family & Home Office Computing** - Initial Audit covered the six-month period ended December 31, 1983.

**Good Food** - Initial Audit covered the six-month period ended June 30, 1986.

**M, The Civilized Man** - Initial Audit covered the three-month period ended March 31, 1984.

**Scientific American** - Initial Audit covered the six-month period ended June 30, 1987.

**Spectrum** - Initial Audit covered the six-month period ended December 31, 1984.

**Sylvia Porter's Personal Finance Magazine** - Initial Audit covered the six-month period ended December 31, 1983.

**Traveler** - Initial Audit covered the six-month period ended June 30, 1984.

**Vanity Fair** - Initial Audit covered the three-month period ended September 30, 1983.

**CANADIAN PUBLICATIONS:**

**Almanach du Peuple** - Initial Audit covered the 1984 Edition.

**Canadian Business** - The Bureau's Board of Directors approved a transfer from Business Publication to Magazine for Canadian Business effective with the Publisher's Statement covering the period ended June 30, 1984.

**Coup de Peigne** - Initial Audit covered the six-month period ended December 31, 1983.

**Coup de Pouce** - Initial Audit covered the six-month period ended June 30, 1984.

**Coup de Pouce Extra** - Initial Audit covered the six-month period ended December 31, 1985.

**Eastern Woods & Waters** - Initial Audit covered the six-month period ended June 30, 1987.

**The Financial Post** - The Bureau's Board of Directors approved a transfer from Business Publication to Magazine for The Financial Post effective with the Publisher's Statement covering the period ended June 30, 1983.

## SPECIAL NOTES (cont.)

**Financial Times of Canada** - The Bureau's Board of Directors approved a transfer from Business Publication to Magazine for the Financial Times of Canada effective with the Publisher's Statement covering the period ended December 31, 1983.

**L'Argent Et Vous** - Initial Audit covered the six-month period ended June 30, 1987.

**Les Idees de Ma Maison** - Initial Audit covered the six-month period ended December 31, 1983.

**Outdoor Canada** - Initial Audit covered the six-month period ended December 31, 1983.

**Plans de Maisons du Quebec** - Initial Audit covered the six-month period ended June 30, 1987.

**Quebec Yachting Voile & Moteur** - Initial Audit covered the six-month period ended December 31, 1985.

**Le Temps de Vivre** - Initial Audit covered the six-month period ended June 30, 1986.

**Santé** - Initial Audit covered the six-month period ended June 30, 1987.

**Sel Et Poivre** - Initial Audit covered the six-month period ended June 30, 1987.

**Wow!** - Initial Audit covered the six-month period ended June 30, 1986.

**Your Money** - Initial Audit covered the six-month period ended December 31, 1985.

Some magazines carry a variable/seasonal advertising rate base, or circulation guarantee or change the advertising rate throughout a given calendar year. These magazines are listed below. For further information, please refer to their June and December Publisher's Statements.

**U.S.**

American Health - Fitness of Body and Mind
Americana
American Photographer
The Atlantic Monthly
Bicycling
Boston Magazine
Car & Driver
Colonial Homes
Consumer's Digest
Country Journal
Country Living
Cycle World
The Economist
Elle
Esquire
Family Circle
Family & Home Office Computing
50 Plus
Financial World
Flower & Garden Magazine
Glamour
Golf Digest
GQ-Gentlemen's Quarterly
Harper's Magazine
Harvard Business Review
Health
High Fidelity
High Technology
Home Magazine
Home Mechanix
The Homeowner
Life
Los Angeles Magazine
Mademoiselle
McCall's
Modern Photography
Money
M, The Civilized Man
National Lampoon
Natural History
The New Yorker
1,001 Home Ideas
Penthouse
People Weekly
Playboy
Prevention Magazine
Rolling Stone
Runner's World
Salt Water Sportsman
San Francisco Focus
The Saturday Evening Post
Savvy
Self
Seventeen
Signature
Ski Magazine
Skiing
Soap Opera Digest
Sport
Success
The Sporting News
Traveler
Travel & Leisure
True Story
TV Guide
Venture
Video
Weight Watchers Magazine
Woman's Day
Workbench
Working Woman
World Tennis
Yankee

**CANADA**

Outdoor Canada

# ALPHABETICAL LISTING OF U.S. PUBLICATIONS

| Publication | Classification |
|---|---|
| American Health-Fitness of Body and Mind | Health |
| American Heritage | General Editorial |
| American Hunter, The | Fishing & Hunting |
| American Legion Magazine, The | Fraternal, Professional Groups, Service Clubs, Veteran's Organizations & Associations |
| American Photographer | Photography |
| American Rifleman, The | Fishing & Hunting |
| Americana | Home Service & Home |
| Architectural Digest | Home Service & Home |
| Atlantic Monthly, The | General Editorial |
| Backpacker | Camping & Outdoor Recreation |
| Bassmaster Magazine | Fishing & Hunting |
| Better Homes & Gardens | Home Service & Home |
| * Bicycling | Sports |
| Black Enterprise | Business & Finance |
| Bon Appetit | Epicurean |
| Boston Magazine | Metropolitan/Regional/State |
| Boys' Life | Youth |
| Bride's | Brides, Bridal |
| Business Week | Business & Finance |
| California Magazine | Metropolitan/Regional/State |
| Car Craft | Automotive |
| Car and Driver | Automotive |
| Changing Times | General Editorial |
| Colonial Homes | Home Service & Home |
| Connoisseur | General Editorial |
| Conde' Nast's Traveler | Travel |
| Consumers Digest | General Editorial |
| Cosmopolitan | Women's |
| * Country Home | Home Service & Home |
| Country Journal | Home Service & Home |
| Country Living | Home Service & Home |
| Crafts | Crafts, Games, Hobbies & Models |
| Cycle World | Motorcycle |
| Discover | Science/Technology |
| Ebony | General Editorial |
| Economist, The | Business & Finance |
| Elks Magazine, The | Fraternal, Professional Groups, Service Clubs, Veteran's Organizations & Associations |
| * Elle | Women's/Men's Fashion, Beauty & Grooming |
| Endless Vacation | Travel |
| Esquire Magazine | Men's |
| Essence | Women's |
| Family Circle | Women's |
| Family Handyman, The | Home Service & Home |
| * Family & Home Office Computing | Computers |
| Field & Stream | Fishing & Hunting |
| 50 Plus | Senior Citizens |
| Financial World | Business & Finance |
| Flower & Garden Magazine | Gardening (Home) |
| Food & Wine | Epicurean |
| Forbes | Business & Finance |
| Fortune | Business & Finance |
| Games | Crafts, Games, Hobbies & Models |
| GQ-Gentlemen's Quarterly | Men's |
| Glamour | Women's/Men's Fashion, Beauty & Grooming |
| Golf Digest | Sports |
| Golf Magazine | Sports |
| * Good Food | Women's |
| Good Housekeeping | Women's |
| Gourmet | Epicurean |
| Grit | General Editorial |
| Guns & Ammo | Fishing & Hunting |
| Hadassah | Fraternal, Professional Groups, Service Clubs, Veteran's Organizations & Associations |
| Harper's Bazaar | Women's/Men's Fashion, Beauty & Grooming |
| Harper's Magazine | General Editorial |
| Harvard Business Review | Business & Finance |
| Health | Health |
| High Fidelity | Music |
| High Technology Business | Business & Finance |
| Home Magazine | Home Service & Home |
| Home Mechanix | Mechanics & Science |
| Homeowner, The | Home Service & Home |
| Hot Rod | Automotive |
| House Beautiful | Home Service & Home |
| House & Garden | Home Service & Home |
| Inc. | Business & Finance |
| Jet | News-Weeklies |
| Ladies' Home Journal | Women's |
| Life | General Editorial |
| Los Angeles Magazine | Metropolitan/Regional/State |
| Mademoiselle | Women's/Men's Fashion, Beauty & Grooming |
| * M, The Civilized Man | Men's |
| McCall's | Women's |
| Metropolitan Home | Home Service & Home |
| Michigan Living | Travel |
| Modern Bride | Brides, Bridal |
| Modern Maturity | Senior Citizens |
| Modern Photography | Photography |
| Money | General Editorial |
| Mother Earth News | General Editorial |
| Motor Trend | Automotive |
| Motorland | Travel |
| Ms. Magazine | Women's |
| Muscle & Fitness | Sports |
| National Geographic Magazine | General Editorial |
| National Lampoon | Men's |
| Nation's Business | Business & Finance |
| Natural History | Science/Technology |
| New England Monthly | Metropolitan/Regional/State |
| Newsweek | News-Weeklies |
| New Woman | Women's |
| New York Magazine | News-Weeklies |
| New Yorker, The | General Editorial |
| NRTA/AARP News Bulletin | Senior Citizens |
| Omni | Science/Technology |
| 1,001 Home Ideas | Home Service & Home |
| Outdoor Life | Fishing & Hunting |
| Outside | Sports |
| Parents | Women's |
| Penthouse | Men's |
| People Weekly | News-Weeklies |
| Playboy | Men's |
| Popular Mechanics | Mechanics & Science |
| Popular Science | Mechanics & Science |
| Practical Homeowner | Home Service & Home |
| Prevention | Health |
| Psychology Today | General Editorial |
| Reader's Digest | General Editorial |
| Redbook | Women's |
| Road & Track | Automotive |
| Rodale's Organic Gardening | Gardening (Home) |
| Rolling Stone | Music |
| Runner's World | Sports |
| Salt Water Sportsman | Boating & Yachting |
| Satellite Orbit | TV & Radio/Communications & Electronics |
| San Francisco Focus | Metropolitan/Regional/State |
| Saturday Evening Post | General Editorial |
| Savvy | Business & Finance |
| Science News | Science/Technology |
| * Scientific American | Science/Technology |
| Self | Women's |
| Seventeen | Women's |
| Shape | Women's |
| Ski Magazine | Sports |
| Skiing | Sports |
| Skin Diver | Sports |
| Smithsonian | General Editorial |
| Soap Opera Digest | Women's |
| Southern Accents | Home Service & Home |
| Southern Living | Home Service & Home |
| * Spectrum | Science/Technology |
| Sport | Sports |
| Sporting News, The | News-Weeklies |
| Sports Afield | Fishing & Hunting |
| Sports Illustrated | News-Weeklies |
| Star, The | General Editorial |
| Success | General Editorial |
| Sunset | Home Service & Home |
| * Sylvia Porter's Personal Finance Magazine | Business & Finance |
| 'Teen | Women's |
| Tennis | Sports |
| Texas Monthly | Metropolitan/Regional/State |
| Time | News-Weeklies |
| Town & Country | General Editorial |
| Trailer Life | Campers, RV, Mobile Homes & Trailers |
| * Traveler | Travel |
| Travel & Leisure | Travel |
| True Story | Women's |
| TV Guide | News-Weeklies |
| US | News-Biweeklies, Semi-Monthlies |
| U.S. News & World Report | News-Weeklies |
| * Vanity Fair | General Editorial |
| Venture | Business & Finance |
| Video | TV & Radio/Communications & Electronics |
| Vogue | Women's/Men's Fashion, Beauty & Grooming |
| W | Women's |
| Weight Watchers Magazine | Epicurean |
| Woman's Day | Women's |
| Workbasket, The | Women's |
| Workbench | Home Service & Home |
| Working Mother | Women's |
| Working Woman | Women's |
| World Tennis | Sports |
| Yankee | General Editorial |

*See Special Notes - Page 7

# U.S. PUBLICATIONS BY CLASSIFICATION

**Automotive**
- Car Craft
- Car and Driver
- Hot Rod
- Motor Trend
- Road & Track

**Boating & Yachting**
- Salt Water Sportsman

**Brides, Bridal**
- Bride's
- Modern Bride

**Business & Finance**
- Black Enterprise
- Business Week
- Economist, The
- Financial World
- Forbes
- Fortune
- Harvard Business Review
- High Technology Business
- Inc.
- Nation's Business
- Savvy
- *Sylvia Porter's Personal Finance Magazine
- Venture

**Campers, RV, Mobile Homes & Trailers**
- Trailer Life

**Camping & Outdoor Recreation**
- Backpacker

**Computers**
- Family & Home Office Computing

**Crafts, Games, Hobbies & Models**
- Crafts
- Games

**Epicurean**
- Bon Appetit
- Food & Wine
- Gourmet
- Weight Watchers Magazine

**Fishing & Hunting**
- American Hunter, The
- American Rifleman, The
- Bassmaster Magazine
- Field & Stream
- Guns & Ammo
- Outdoor Life
- Sports Afield

**Fraternal, Professional Groups, Service Clubs, Veteran's Organizations & Associations**
- American Legion Magazine, The
- Elks Magazine, The
- Hadassah

**Gardening (Home)**
- Flower & Garden Magazine
- Rodale's Organic Gardening

**General Editorial**
- American Heritage
- Atlantic Monthly, The
- Changing Times
- Connoisseur
- Consumers Digest
- Ebony
- Grit
- Harper's Magazine
- Life

**General Editorial (cont.)**
- Money
- Mother Earth News, The
- National Geographic Magazine
- New Yorker, The
- Psychology Today
- Reader's Digest
- Saturday Evening Post
- Smithsonian
- Star, The
- Success
- Town & Country
- *Vanity Fair
- Yankee

**Health**
- American Health-Fitness of Body & Mind
- Health
- Prevention

**Home Service & Home**
- Americana
- Architectural Digest
- Better Homes & Gardens
- Colonial Homes
- *Country Home
- Country Journal
- Country Living
- Family Handyman, The
- Home Magazine
- Homeowner, The
- House Beautiful
- House & Garden
- Metropolitan Home
- 1,001 Home Ideas
- Practical Homeowner
- Southern Accents
- Southern Living
- Sunset
- Workbench

**Mechanics & Science**
- Home Mechanix
- Popular Mechanics
- Popular Science

**Men's**
- Esquire Magazine
- GQ-Gentlemen's Quarterly
- *M, The Civilized Man
- National Lampoon
- Penthouse
- Playboy

**Metropolitan/Regional/State**
- Boston Magazine
- California Magazine
- Los Angeles Magazine
- New England Monthly
- San Francisco Focus
- Texas Monthly

**Motorcycle**
- Cycle World

**Music**
- High Fidelity
- Rolling Stone

**News-Weeklies**
- Jet
- New York Magazine
- Newsweek
- People Weekly
- Sporting News, The
- Sports Illustrated
- Time-The Weekly News Magazine
- TV Guide
- U.S. News & World Report

**News-Biweeklies, Semi-Monthlies**
- US

**Photography**
- American Photographer
- Modern Photography

**Science/Technology**
- Discover
- Natural History
- Omni
- Science News
- *Scientific American
- *Spectrum

**Senior Citizens**
- 50 Plus
- Modern Maturity
- NRTA/AARP News Bulletin

**Sports**
- *Bicycling
- Golf Digest
- Golf Magazine
- Muscle & Fitness
- Outside
- Runner's World
- Ski Magazine
- Skiing
- Skin Diver Magazine
- Sport
- Tennis
- World Tennis

**Travel**
- Conde Nast's Traveler
- Endless Vacation
- Michigan Living
- Motorland
- Travel & Leisure
- *Traveler

**TV & Radio/Communications & Electronics**
- Satellite Orbit
- Video

**Women's**
- Cosmopolitan
- Essence
- Family Circle
- *Good Food
- Good Housekeeping
- Ladies' Home Journal
- McCall's
- Ms. Magazine
- New Woman
- Parents
- Redbook
- Self
- Seventeen
- Shape
- Soap Opera Digest
- 'Teen
- True Story
- W
- Woman's Day
- Workbasket
- Working Mother
- Working Woman

**Women's/Men's Fashion, Beauty & Grooming**
- *Elle
- Glamour
- Harper's Bazaar
- Mademoiselle
- Vogue

**Youth**
- Boys' Life



*See Special Notes - Page 7

# INDIVIDUAL PUBLICATION LISTINGS BY CLASSIFICATION

| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Automotive** | | | | | | | | | | | | | | | | | |
| **CAR CRAFT** | | | | | | | | | | | | | | | | | |
| 1987 | 404.8 | 98.9 | 52.8 | 237.4 | 16.5 | 3.0 | 2.00 | 15.94 | 33.6 | 12 | .0 | 400.0 | 5 | 8100 | 20.01 | 12960 | 32.02 |
| 1986 | 407.7 | 98.9 | 50.3 | 217.6 | 17.9 | 2.5 | 2.00 | 13.94 | 41.9 | 12 | 5.5 | 400.0 | 4 | 7680 | 18.84 | 12290 | 30.14 |
| 1985 | 439.8 | 98.8 | 53.3 | 181.2 | 22.4 | 4.3 | 1.75 | 12.94 | 38.4 | 12 | .0 | 400.0 | 1 | 7000 | 15.92 | 11200 | 25.47 |
| 1984 | 427.3 | 98.9 | 53.1 | 276.1 | 25.0 | 0.0 | 1.75 | 11.94 | 43.1 | 12 | .0 | 400.0 | 2 | 6700 | 15.68 | 10720 | 25.09 |
| 1983 | 400.1 | 98.8 | 47.7 | 225.7 | 26.1 | 0.1 | 1.75 | 11.94 | 43.1 | 12 | .0 | 400.0 | 4 | 6400 | 16.00 | 10240 | 25.59 |
| **CAR AND DRIVER#** | | | | | | | | | | | | | | | | | |
| 1987 | 909.6 | 99.3 | 75.4 | 651.4 | 36.5 | 2.0 | 2.50 | 16.98 | 43.4 | 12 | .0 | 900.0 | 2 | 27900 | 30.67 | 42955 | 47.22 |
| 1986 | 912.0 | 99.2 | 73.3 | 556.0 | 35.3 | 0.2 | 2.50 | 16.98 | 43.4 | 12 | .0 | 900.0 | 3 | 26570 | 29.13 | 40910 | 44.86 |
| 1985 | 906.7 | 99.2 | 73.3 | 550.6 | 31.1 | 0.1 | 2.50 | 16.98 | 43.4 | 12 | .0 | 900.0 | 3 | 25065 | 27.64 | 38600 | 42.57 |
| 1984 | 854.3 | 99.2 | 71.7 | 518.3 | 29.7 | 0.0 | 2.25 | 16.98 | 37.1 | 12 | .0 | 900.0 | 1 | 22995 | 26.92 | 35410 | 41.45 |
| 1983 | 800.3 | 99.3 | 70.0 | 545.2 | 25.2 | 0.0 | 2.25 | 12.98 | 51.9 | 12 | .0 | 775.0 | 0 | 18760 | 23.44 | 28890 | 36.10 |
| **HOT ROD** | | | | | | | | | | | | | | | | | |
| 1987 | 853.7 | 99.0 | 67.8 | 691.1 | 18.1 | 3.8 | 2.25 | 17.94 | 33.6 | 12 | .0 | 800.0 | 0 | 16200 | 18.98 | 25920 | 30.36 |
| 1986 | 807.9 | 99.1 | 66.9 | 580.7 | 19.7 | 2.0 | 2.25 | 15.94 | 41.0 | 12 | 6.4 | 800.0 | 6 | 15360 | 19.01 | 24575 | 30.42 |
| 1985 | 856.8 | 99.1 | 65.6 | 507.0 | 23.6 | 2.2 | 2.00 | 13.94 | 41.9 | 12 | .0 | 800.0 | 1 | 14000 | 16.34 | 22400 | 26.14 |
| 1984 | 860.2 | 99.1 | 64.6 | 550.8 | 29.6 | 0.0 | 1.75 | 11.94 | 43.1 | 12 | .0 | 800.0 | 0 | 13400 | 15.58 | 21440 | 24.92 |
| 1983 | 800.3 | 99.2 | 61.6 | 602.8 | 26.2 | 0.0 | 1.75 | 11.94 | 43.1 | 12 | .0 | 800.0 | 2 | 12750 | 15.93 | 20400 | 25.49 |
| **MOTOR TREND** | | | | | | | | | | | | | | | | | |
| 1987 | 747.4 | 99.2 | 73.6 | 443.0 | 22.2 | 6.4 | 2.50 | 18.94 | 36.9 | 12 | 23.9 | 750.0 | 6 | 20435 | 27.34 | 32695 | 43.74 |
| 1986 | 761.0 | 99.2 | 72.5 | 494.9 | 21.8 | 3.3 | 2.50 | 15.94 | 46.9 | 12 | 7.4 | 750.0 | 4 | 19315 | 25.38 | 30905 | 40.61 |
| 1985 | 765.9 | 99.2 | 71.6 | 491.8 | 28.8 | 1.0 | 2.25 | 13.94 | 48.4 | 12 | .0 | 750.0 | 3 | 17625 | 23.01 | 28200 | 36.82 |
| 1984 | 767.8 | 99.2 | 71.9 | 504.4 | 36.5 | 0.0 | 2.00 | 11.94 | 50.3 | 12 | .0 | 750.0 | 4 | 16125 | 21.00 | 25800 | 33.60 |
| 1983 | 770.1 | 99.2 | 70.5 | 493.1 | 31.0 | 0.0 | 1.75 | 11.94 | 43.1 | 12 | .0 | 750.0 | 1 | 14815 | 19.24 | 23705 | 30.78 |
| **ROAD & TRACK** | | | | | | | | | | | | | | | | | |
| 1987 | 677.0 | 99.2 | 66.0 | 386.6 | 19.6 | 1.4 | 2.50 | 19.94 | 33.5 | 12 | .0 | 700.0 | 7 | 21245 | 31.38 | 33370 | 49.29 |
| 1986 | 711.7 | 99.2 | 61.2 | 439.7 | 19.1 | 0.2 | 2.50 | 17.94 | 40.2 | 12 | .0 | 700.0 | 0 | 20045 | 28.16 | 31485 | 44.24 |
| 1985 | 735.2 | 99.1 | 61.5 | 443.2 | 19.1 | 3.1 | 2.50 | 17.94 | 40.2 | 12 | .0 | 700.0 | 0 | 18910 | 25.72 | 29705 | 40.40 |
| 1984 | 740.1 | 99.1 | 64.2 | 427.2 | 14.3 | 5.3 | 2.00 | 17.94 | 25.3 | 12 | .0 | 700.0 | 0 | 17190 | 23.23 | 27005 | 36.49 |
| 1983 | 727.9 | 99.1 | 63.8 | 500.0 | 13.5 | 0.8 | 1.75 | 17.94 | 14.6 | 12 | .0 | 700.0 | 0 | 15770 | 21.67 | 24775 | 34.04 |
| **Boating & Yachting** | | | | | | | | | | | | | | | | | |
| **SALT WATER SPORTSMAN#** | | | | | | | | | | | | | | | | | |
| 1987 | 127.7 | 98.4 | 80.0 | 90.8 | 70.9 | 23.5 | 2.50 | 19.95 | 33.5 | 12 | 9.7 | 134.0 | 3 | 4205 | 32.93 | 6295 | 49.30 |
| 1986 | 121.1 | 98.3 | 80.5 | 94.5 | 87.3 | 26.1 | 2.50 | 19.95 | 33.5 | 12 | 17.7 | 120.0 | 3 | 3770 | 31.13 | 5645 | 46.61 |
| 1985 | 114.7 | 98.4 | 79.6 | 83.3 | 79.5 | 24.6 | 2.50 | 18.00 | 40.0 | 12 | 18.8 | 112.0 | 2 | 3525 | 30.73 | 5275 | 45.99 |
| 1984 | 113.7 | 98.4 | 79.7 | 80.3 | 78.4 | 19.4 | 2.00 | 18.00 | 25.0 | 12 | 17.8 | 112.0 | 0 | 3145 | 27.66 | 4760 | 41.86 |
| 1983 | 98.9 | 98.4 | 79.3 | 65.1 | 56.3 | 14.6 | 2.00 | 18.00 | 25.0 | 12 | 14.7 | 104.5 | 5 | 2885 | 29.17 | 4365 | 44.14 |

#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Brides, Bridal** | | | | | | | | | | | | | | | | | |
| **BRIDE'S** | | | | | | | | | | | | | | | | | |
| 1987 | 403.5 | 99.4 | 12.5 | 56.7 | 75.8 | 0.0 | 4.00 | 15.00 | 37.5 | 6 | .0 | N.C. | N.A. | 17050 | 42.26 | 21220 | 52.59 |
| 1986 | 382.5 | 99.4 | 13.0 | 64.7 | 85.5 | 0.0 | 4.00 | 12.00 | 50.0 | 6 | .0 | N.C. | N.A. | 15930 | 41.65 | 19830 | 51.84 |
| 1985 | 375.6 | 99.4 | 10.1 | 51.5 | 79.0 | 0.0 | 3.50 | 12.00 | 42.9 | 6 | .0 | N.C. | N.A. | 14750 | 39.27 | 18360 | 48.88 |
| 1984 | 371.5 | 99.5 | 10.4 | 32.7 | 17.5 | 0.0 | 3.50 | 12.00 | 42.9 | 6 | .0 | N.C. | N.A. | 13660 | 36.77 | 17000 | 45.76 |
| 1983 | 361.2 | 99.5 | 11.0 | 54.0 | 3.7 | 0.0 | 3.50 | 12.00 | 42.9 | 6 | .0 | N.C. | N.A. | 12420 | 34.39 | 15450 | 42.77 |
| **MODERN BRIDE** | | | | | | | | | | | | | | | | | |
| 1987 | 354.0 | 99.4 | 11.2 | 47.2 | 14.2 | 0.0 | 4.00 | 18.98 | 20.9 | 6 | .0 | N.C. | N.A. | 15755 | 44.51 | 19695 | 55.64 |
| 1986 | 326.3 | 99.4 | 13.1 | 70.2 | 12.5 | 0.0 | 4.00 | 15.00 | 37.5 | 6 | .0 | N.C. | N.A. | 15370 | 47.10 | 19215 | 58.89 |
| 1985 | 330.3 | 99.4 | 12.1 | 65.4 | 11.9 | 0.0 | 3.50 | 15.00 | 28.6 | 6 | .0 | N.C. | N.A. | 14230 | 43.08 | 17790 | 53.86 |
| 1984 | 330.5 | 99.4 | 11.4 | 73.7 | 11.0 | 0.0 | 3.50 | 15.00 | 28.6 | 6 | .0 | N.C. | N.A. | 13425 | 40.62 | 16785 | 50.79 |
| 1983 | 331.9 | 99.4 | 9.9 | 44.9 | 46.0 | 0.0 | 3.50 | 12.00 | 42.9 | 6 | .0 | N.C. | N.A. | 12430 | 37.45 | 15540 | 46.82 |
| **Business & Finance** | | | | | | | | | | | | | | | | | |
| **BLACK ENTERPRISE** | | | | | | | | | | | | | | | | | |
| 1987 | 239.1 | 99.7 | 94.8 | 205.0 | 15.5 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | 23.9 | 230.0 | 1 | 9080 | 37.98 | 11610 | 48.56 |
| 1986 | 235.6 | 99.7 | 95.7 | 217.0 | 15.4 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | 41.0 | 230.0 | 4 | 9080 | 38.54 | 11610 | 49.28 |
| 1985 | 232.1 | 99.8 | 94.8 | 241.0 | 10.9 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | 48.5 | 230.0 | 9 | 9080 | 39.12 | 11610 | 50.02 |
| 1984 | 245.5 | 99.7 | 95.0 | 197.2 | 14.1 | 0.0 | 1.75 | 15.00 | 28.6 | 12 | 44.4 | 250.0 | 9 | 8840 | 36.01 | 11300 | 46.03 |
| 1983 | 243.2 | 99.8 | 95.6 | 190.2 | 20.4 | 0.1 | 1.75 | 15.00 | 28.6 | 12 | 56.0 | 250.0 | 4 | 8035 | 33.04 | 10270 | 42.23 |
| **BUSINESS WEEK** | | | | | | | | | | | | | | | | | |
| 1987 | 952.3 | 99.1 | 94.3 | 874.1 | 47.9 | 24.8 | 2.00 | 39.95 | 60.8 | 51 | 9.8 | 902.0 | 0 | 35150 | 36.91 | 53430 | 56.11 |
| 1986 | 877.3 | 99.1 | 96.2 | 820.5 | 55.4 | 24.1 | 2.00 | 39.95 | 60.8 | 51 | 43.1 | 860.0 | 10 | 32142 | 36.64 | 48854 | 55.69 |
| 1985 | 871.1 | 99.0 | 96.3 | 846.8 | 60.7 | 36.1 | 2.00 | 39.95 | 60.8 | 51 | 65.2 | 856.0 | 15 | 29720 | 34.12 | 45188 | 51.87 |
| 1984 | 857.0 | 99.0 | 96.2 | 909.9 | 62.6 | 28.5 | 2.00 | 39.95 | 61.6 | 52 | 79.6 | 856.0 | 22 | 27636 | 32.25 | 36660 | 42.78 |
| 1983 | 852.8 | 99.0 | 96.2 | 880.6 | 63.4 | 18.9 | 2.00 | 39.95 | 60.8 | 51 | 63.4 | 848.0 | 12 | 25588 | 30.00 | 38896 | 45.61 |
| **ECONOMIST, THE#** | | | | | | | | | | | | | | | | | |
| 1987 | 128.7 | 99.3 | 91.7 | 198.6 | 28.9 | 0.5 | 3.00 | 98.00 | 37.2 | 52 | .0 | 125.4 | 0 | 12600 | 97.90 | 22900 | 177.93 |
| 1986 | 115.8 | 99.2 | 91.6 | 185.3 | 23.6 | 0.0 | 2.50 | 85.00 | 33.3 | 51 | .0 | 115.0 | 1 | 11410 | 98.53 | 20800 | 179.62 |
| 1985 | 106.3 | 99.1 | 91.9 | 161.7 | 25.3 | 0.0 | 2.50 | 85.00 | 33.3 | 51 | .0 | 100.0 | 0 | 9800 | 92.19 | 17700 | 166.51 |
| 1984 | 101.8 | 99.1 | 92.5 | 168.4 | 19.6 | 0.0 | 2.50 | 85.00 | 33.3 | 51 | .0 | 100.0 | 13 | 9800 | 96.27 | 17700 | 173.87 |
| 1983 | 97.1 | 99.2 | 92.1 | 191.4 | 9.0 | 0.0 | 2.50 | 85.00 | 33.3 | 51 | .0 | 95.0 | 12 | 9300 | 95.78 | 17000 | 175.08 |
| **FINANCIAL WORLD#** | | | | | | | | | | | | | | | | | |
| 1987 | 219.8 | 98.8 | 97.5 | 437.4 | 9.1 | 0.0 | 3.00 | 44.95 | 42.4 | 26 | 19.8 | 220.0 | 3 | 10555 | 48.02 | 15835 | 72.04 |
| 1986 | 165.6 | 99.2 | 96.4 | 271.1 | 4.0 | 0.9 | 2.50 | 44.95 | 30.8 | 26 | 16.9 | 165.0 | 6 | 7995 | 48.28 | 11995 | 72.43 |
| 1985 | 136.5 | 99.2 | 96.0 | 213.7 | 7.0 | 2.3 | 2.50 | 44.95 | 30.8 | 26 | 15.2 | 140.0 | 4 | 6995 | 51.25 | 10495 | 76.89 |
| 1984 | 115.5 | 99.3 | 94.0 | 200.3 | 6.2 | 0.0 | 2.00 | 41.95 | 19.3 | 26 | 19.4 | 125.0 | 7 | 6250 | 54.11 | 9375 | 81.17 |
| 1983 | 103.6 | 99.3 | 93.7 | 130.4 | 10.8 | 0.0 | 2.00 | 41.95 | 8.8 | 23 | 24.7 | 100.0 | 0 | 5075 | 48.99 | 7540 | 72.78 |



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## Business & Finance (cont.)

| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **FORBES** | | | | | | | | | | | | | | | | | |
| 1987 | 734.4 | 99.1 | 94.8 | 642.7 | 69.7 | 25.9 | 3.50 | 45.00 | 54.1 | 28 | .0 | 720.0 | 0 | 24930 | 33.95 | 37890 | 51.59 |
| 1986 | 730.2 | 99.1 | 95.2 | 785.5 | 68.6 | 26.3 | 3.50 | 42.00 | 57.1 | 28 | .0 | 720.0 | 0 | 23790 | 32.58 | 36180 | 49.55 |
| 1985 | 729.5 | 99.0 | 95.1 | 644.6 | 74.3 | 28.9 | 3.00 | 42.00 | 51.7 | 29 | .0 | 720.0 | 0 | 22210 | 30.45 | 33760 | 46.28 |
| 1984 | 726.2 | 99.1 | 95.1 | 565.1 | 74.8 | 18.8 | 3.00 | 39.00 | 55.2 | 29 | .0 | 715.0 | 0 | 20280 | 27.93 | 30800 | 42.41 |
| 1983 | 719.5 | 99.1 | 95.3 | 575.4 | 73.9 | 13.4 | 3.00 | 36.00 | 55.6 | 27 | .0 | 700.0 | 0 | 18500 | 25.71 | 28100 | 39.05 |
| **FORTUNE** | | | | | | | | | | | | | | | | | |
| 1987 | 770.1 | 99.2 | 93.6 | 859.4 | 78.3 | 43.0 | 3.50 | 44.50 | 52.9 | 27 | 5.5 | 750.0 | 0 | 29440 | 38.23 | 45040 | 58.49 |
| 1986 | 746.5 | 99.2 | 94.8 | 832.6 | 69.0 | 41.3 | 3.50 | 44.50 | 51.1 | 26 | 37.6 | 725.0 | 1 | 28040 | 37.56 | 42900 | 57.47 |
| 1985 | 728.9 | 99.2 | 95.7 | 783.7 | 62.8 | 40.1 | 3.50 | 42.00 | 53.8 | 26 | 26.0 | 715.0 | 4 | 25800 | 35.40 | 39470 | 54.15 |
| 1984 | 710.0 | 99.3 | 95.7 | 802.7 | 51.8 | 36.8 | 3.00 | 39.00 | 50.0 | 26 | 31.3 | 690.0 | 1 | 23700 | 33.38 | 36020 | 50.73 |
| 1983 | 696.3 | 99.4 | 95.6 | 717.1 | 52.7 | 27.9 | 3.00 | 39.00 | 50.0 | 26 | 23.0 | 670.0 | 0 | 21740 | 31.22 | 33040 | 47.45 |
| **HARVARD BUSINESS REVIEW#** | | | | | | | | | | | | | | | | | |
| 1987 | 211.7 | 99.3 | 97.7 | 342.0 | 97.6 | 64.8 | 8.50 | 49.00 | 3.9 | 6 | 18.1 | N.C. | N.A. | 7200 | 34.01 | 8700 | 41.10 |
| 1986 | 211.7 | 99.3 | 97.9 | 216.0 | 88.9 | 35.0 | 8.50 | 49.00 | 3.9 | 6 | 45.4 | N.C. | N.A. | 7200 | 34.01 | 10000 | 47.24 |
| 1985 | 236.2 | 99.3 | 98.0 | 249.8 | 97.2 | 31.4 | 6.00 | 35.00 | 2.8 | 6 | 23.1 | 240.0 | 4 | 6315 | 26.74 | 8675 | 36.73 |
| 1984 | 242.7 | 99.3 | 98.2 | 286.6 | 100.0 | 36.6 | 6.00 | 35.00 | 2.8 | 6 | 5.0 | 240.0 | 1 | 5845 | 24.08 | 8030 | 33.09 |
| 1983 | 233.4 | 99.3 | 98.4 | 284.8 | 100.0 | 36.6 | 5.00 | 30.00 | 0.0 | 6 | .0 | 225.0 | 0 | 5220 | 22.37 | 7170 | 30.72 |
| **HIGH TECHNOLOGY#** | | | | | | | | | | | | | | | | | |
| 1987 | 193.5 | 99.1 | 92.2 | 80.9 | 57.1 | 15.6 | 3.00 | 30.00 | 16.7 | 12 | 6.2 | 200.0 | 9 | 8900 | 45.99 | 11460 | 59.22 |
| 1986 | 299.6 | 99.1 | 92.7 | 279.1 | 40.4 | 42.0 | 3.00 | 30.00 | 16.7 | 12 | .0 | 200.0 | 4 | 7295 | 24.35 | 9395 | 31.36 |
| 1985 | 303.8 | 99.0 | 92.0 | 345.1 | 86.5 | 31.2 | 2.00 | 21.00 | 12.5 | 12 | .0 | 300.0 | 3 | 10495 | 34.55 | 15745 | 51.83 |
| 1984 | 305.5 | 99.0 | 89.9 | 542.2 | 23.5 | 11.3 | 2.00 | 21.00 | 12.5 | 12 | 22.3 | 300.0 | 4 | 9540 | 31.23 | 12450 | 40.75 |
| 1983 | 314.1 | 98.9 | 88.1 | 261.8 | 68.7 | 0.0 | 2.00 | 21.00 | 12.5 | 12 | 20.0 | 300.0 | 0 | 9000 | 28.65 | 13500 | 42.98 |
| **INC.** | | | | | | | | | | | | | | | | | |
| 1987 | 632.3 | 99.2 | 94.5 | 852.8 | 8.0 | 58.6 | 3.00 | 24.00 | 33.3 | 12 | .0 | 625.0 | 1 | 25105 | 39.70 | 38410 | 60.75 |
| 1986 | 604.0 | 99.2 | 95.4 | 711.0 | 13.7 | 72.1 | 3.00 | 24.00 | 33.3 | 12 | .0 | 600.0 | 1 | 23245 | 38.49 | 35565 | 58.88 |
| 1985 | 608.2 | 99.2 | 95.4 | 1201.0 | 8.1 | 34.0 | 3.00 | 24.00 | 33.3 | 12 | .0 | 600.0 | 2 | 21950 | 36.09 | 32925 | 54.14 |
| 1984 | 526.3 | 99.2 | 93.6 | 1081.6 | 4.6 | 7.5 | 3.00 | 24.00 | 33.3 | 12 | .0 | 550.0 | 5 | 18940 | 35.99 | 24715 | 46.96 |
| 1983 | 425.9 | 99.1 | 93.3 | 789.5 | 46.9 | 2.0 | 3.00 | 21.00 | 41.7 | 12 | .0 | 450.0 | 1 | 15050 | 35.34 | 22575 | 53.01 |
| **NATION'S BUSINESS** | | | | | | | | | | | | | | | | | |
| 1987 | 858.8 | 99.4 | 99.5 | 845.9 | 94.1 | 0.0 | 2.50 | 22.00 | 26.7 | 12 | .0 | 850.0 | 0 | 19350 | 22.53 | 28930 | 33.69 |
| 1986 | 864.7 | 99.4 | 99.4 | 849.3 | 95.9 | 0.0 | 2.50 | 22.00 | 26.7 | 12 | .0 | 850.0 | 0 | 18430 | 21.31 | 27550 | 31.86 |
| 1985 | 868.7 | 99.1 | 99.7 | 826.1 | 99.0 | 0.0 | 2.50 | 22.00 | 26.7 | 12 | .0 | 850.0 | 0 | 17390 | 20.02 | 25990 | 29.92 |
| 1984 | 863.5 | 99.0 | 99.9 | 781.3 | 99.3 | 0.0 | 2.25 | 22.00 | 18.5 | 12 | 39.4 | 850.0 | 0 | 15980 | 18.51 | 23980 | 27.77 |
| 1983 | 817.8 | 98.9 | 99.9 | 627.1 | 98.8 | 0.0 | 2.25 | 22.00 | 18.5 | 12 | 112.9 | 850.0 | 0 | 14800 | 18.10 | 21500 | 26.29 |

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| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Business & Finance (cont.)** | | | | | | | | | | | | | | | | | |
| **SAVVY#** | | | | | | | | | | | | | | | | | |
| 1987 | 406.2 | 99.1 | 97.1 | 978.6 | 12.3 | 0.0 | 2.00 | 18.00 | 25.0 | 12 | .0 | 400.0 | 0 | 9225 | 22.71 | 13800 | 33.97 |
| 1986 | 362.5 | 99.1 | 94.8 | 710.7 | 73.0 | 0.0 | 2.00 | 18.00 | 25.0 | 12 | 19.8 | 350.0 | 0 | 7750 | 21.38 | 11600 | 32.00 |
| 1985 | 321.1 | 99.3 | 93.0 | 572.6 | 73.7 | 0.6 | 2.00 | 12.00 | 50.0 | 12 | 45.2 | 300.0 | 1 | 7750 | 24.14 | 11600 | 36.13 |
| 1984 | 304.8 | 99.2 | 94.7 | 314.2 | 39.1 | 0.0 | 2.00 | 12.00 | 50.0 | 12 | 68.5 | 300.0 | 2 | 7150 | 23.46 | 10650 | 34.94 |
| 1983 | 295.6 | 99.2 | 95.5 | 313.3 | 57.0 | 0.0 | 2.00 | 12.00 | 50.0 | 12 | 51.9 | 300.0 | 2 | 6870 | 23.24 | 10240 | 34.64 |
| **SYLVIA PORTER'S PERSONAL FINANCE MAGAZINE*** | | | | | | | | | | | | | | | | | |
| 1987 | 403.7 | 98.9 | 87.6 | 444.7 | 6.4 | 0.0 | 2.50 | 19.97 | 20.1 | 10 | 14.7 | 400.0 | 2 | 7670 | 19.00 | 11400 | 28.24 |
| 1986 | 351.1 | 98.8 | 86.4 | 448.1 | 13.0 | 0.5 | 2.50 | 19.97 | 20.1 | 10 | 53.4 | 350.0 | 1 | 6390 | 18.20 | 9500 | 27.06 |
| 1985 | 355.3 | 99.0 | 85.3 | 388.9 | 89.6 | 1.1 | 2.50 | 11.97 | 20.2 | 6 | 9.0 | 350.0 | 0 | 5850 | 16.46 | 8700 | 24.49 |
| 1984 | 300.0 | 99.0 | 75.9 | 412.8 | 91.5 | 0.9 | 2.00 | 9.97 | 16.9 | 6 | .0 | 250.0 | 0 | 3900 | 13.00 | 5800 | 19.33 |
| 1983 | 113.3 | 99.7 | 18.7 | 41.0 | 100.0 | 0.0 | 2.00 | 8.97 | 348.5– | 1 | .0 | N.C. | N.A. | 3900 | 34.42 | 5800 | 51.19 |
| **VENTURE#** | | | | | | | | | | | | | | | | | |
| 1987 | 402.8 | 99.1 | 95.5 | 362.8 | 17.4 | 7.1 | 3.00 | 18.00 | 50.0 | 12 | 5.6 | 425.0 | 2 | 17235 | 42.79 | 26700 | 66.29 |
| 1986 | 330.4 | 99.2 | 92.8 | 395.4 | 42.3 | 14.2 | 3.00 | 18.00 | 50.0 | 12 | 46.0 | 330.0 | 4 | 12995 | 39.33 | 19995 | 60.52 |
| 1985 | 312.6 | 99.0 | 92.5 | 241.1 | 33.9 | 9.4 | 3.00 | 18.00 | 50.0 | 12 | 22.2 | 300.0 | 0 | 12995 | 41.57 | 19995 | 63.96 |
| 1984 | 288.0 | 99.1 | 91.8 | 345.6 | 5.7 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | 26.0 | 275.0 | 0 | 11330 | 39.34 | 17560 | 60.97 |
| 1983 | 255.7 | 99.1 | 90.1 | 255.2 | 6.2 | 0.0 | 2.00 | 18.00 | 25.0 | 12 | 29.4 | 250.0 | 1 | 7900 | 30.90 | 12280 | 48.03 |
| **Campers, RV, Mobile Homes & Trailers** | | | | | | | | | | | | | | | | | |
| **TRAILER LIFE** | | | | | | | | | | | | | | | | | |
| 1987 | 327.6 | 99.6 | 94.1 | 334.3 | 1.7 | 0.0 | 2.00 | 18.00 | 25.0 | 12 | .0 | N.C. | N.A. | 6555 | 20.01 | 9495 | 28.98 |
| 1986 | 310.2 | 99.6 | 93.8 | 262.4 | 2.0 | 0.0 | 2.00 | 16.00 | 33.3 | 12 | .0 | N.C. | 0 | 6245 | 20.13 | 9045 | 29.16 |
| 1985 | 305.7 | 99.6 | 94.1 | 246.0 | 2.1 | 0.0 | 2.00 | 16.00 | 33.3 | 12 | .0 | N.C. | 0 | 5875 | 19.22 | 8525 | 27.89 |
| 1984 | 304.0 | 99.7 | 94.0 | 245.3 | 1.9 | 0.0 | 2.00 | 16.00 | 33.3 | 12 | .0 | N.C. | 0 | 5570 | 18.32 | 8080 | 26.58 |
| 1983 | 321.7 | 99.7 | 94.3 | 226.4 | 2.5 | 0.0 | 2.00 | 16.00 | 33.3 | 12 | .0 | N.C. | 0 | 5065 | 15.74 | 7345 | 22.83 |
| **Camping & Outdoor Recreation** | | | | | | | | | | | | | | | | | |
| **BACKPACKER** | | | | | | | | | | | | | | | | | |
| 1987 | 174.1 | 98.8 | 79.6 | 109.7 | 25.6 | 7.3 | 2.95 | 18.00 | 1.7– | 6 | 14.3 | 175.0 | 2 | 7425 | 42.65 | 10435 | 59.94 |
| 1986 | 174.1 | 98.8 | 80.3 | 97.9 | 26.7 | 16.9 | 2.95 | 18.00 | 1.7– | 6 | 16.1 | 175.0 | 4 | 7425 | 42.65 | 10435 | 59.94 |
| 1985 | 176.9 | 98.8 | 78.6 | 97.2 | 33.6 | 28.5 | 2.95 | 18.00 | 1.7– | 6 | 11.9 | 175.0 | 3 | 6670 | 37.70 | 9375 | 53.00 |
| 1984 | 174.5 | 98.8 | 77.4 | 92.7 | 37.5 | 16.1 | 3.50 | 18.00 | 14.3 | 6 | 4.4 | 175.0 | 3 | 6120 | 35.07 | 8720 | 49.97 |
| **Computers** | | | | | | | | | | | | | | | | | |
| **FAMILY & HOME OFFICE COMPUTING*#** | | | | | | | | | | | | | | | | | |
| 1987 | 436.8 | 98.6 | 87.0 | 462.6 | 2.0 | 13.8 | 3.25 | 19.97 | 48.8 | 12 | 11.0 | 435.0 | 2 | 10620 | 24.31 | 11990 | 27.45 |
| 1986 | 424.9 | 98.6 | 85.8 | 459.5 | 12.0 | 45.6 | 2.75 | 19.97 | 39.5 | 12 | 29.1 | 420.0 | 3 | 9680 | 22.78 | 10990 | 25.86 |
| 1985 | 407.8 | 98.6 | 85.3 | 508.0 | 2.7 | 65.6 | 2.50 | 19.97 | 33.4 | 12 | 30.8 | 375.0 | 0 | 8800 | 21.58 | 9990 | 24.50 |
| 1984 | 349.4 | 98.8 | 81.8 | 597.1 | 17.3 | 77.5 | 2.50 | 19.97 | 33.4 | 12 | .0 | 375.0 | 3 | 8800 | 25.19 | 9990 | 28.59 |
| 1983 | 204.3 | 98.7 | 62.4 | 184.5 | 2.7 | 0.0 | 1.95 | 17.97 | 7.8 | 10 | .0 | 200.0 | 0 | 4695 | 22.98 | 5395 | 26.41 |



* See Special Notes - Page 7
#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Crafts, Games, Hobbies & Models** | | | | | | | | | | | | | | | | | |
| **CRAFTS** | | | | | | | | | | | | | | | | | |
| 1987 | 431.4 | 99.4 | 65.4 | 347.7 | 31.3 | 0.0 | 1.95 | 16.95 | 27.6 | 12 | .0 | N.C. | N.A. | 3875 | 8.98 | 4995 | 11.58 |
| 1986 | 457.6 | 99.4 | 66.7 | 322.7 | 39.7 | 0.0 | 1.95 | 16.95 | 27.6 | 12 | .0 | N.C. | N.A. | 3690 | 8.06 | 4595 | 10.04 |
| 1985 | 494.7 | 99.4 | 70.8 | 402.6 | 55.1 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | .0 | N.C. | N.A. | 2985 | 6.03 | 3995 | 8.08 |
| 1984 | 498.3 | 99.3 | 69.4 | 488.0 | 44.3 | 0.0 | 1.75 | 15.00 | 28.6 | 12 | .0 | N.C. | N.A. | 2150 | 4.31 | 3400 | 6.82 |
| 1983 | 379.0 | 99.4 | 69.7 | 423.6 | 33.5 | 0.0 | 1.50 | 15.00 | 16.7 | 12 | .0 | N.C. | N.A. | 1535 | 4.05 | 2670 | 7.04 |
| **GAMES** | | | | | | | | | | | | | | | | | |
| 1987 | 613.6 | 98.8 | 84.3 | 461.7 | 68.7 | 2.5 | 2.00 | 11.97 | 0.3 | 6 | .0 | 600.0 | 1 | 8840 | 14.41 | 12650 | 20.62 |
| 1986 | 666.6 | 99.0 | 86.4 | 620.7 | 76.2 | 9.8 | 1.75 | 15.97 | 24.0 | 12 | 75.7 | 650.0 | 0 | 9550 | 14.33 | 13665 | 20.50 |
| 1985 | 660.2 | 99.0 | 86.4 | 514.9 | 82.2 | 9.6 | 1.75 | 15.97 | 24.0 | 12 | 27.8 | 650.0 | 1 | 9550 | 14.47 | 13665 | 20.70 |
| 1984 | 659.7 | 98.9 | 84.2 | 559.1 | 88.8 | 6.5 | 1.75 | 15.97 | 24.0 | 12 | .0 | 650.0 | 0 | 8760 | 13.28 | 12535 | 19.00 |
| 1983 | 644.0 | 98.9 | 81.5 | 553.8 | 88.0 | 2.6 | 1.75 | 15.97 | 24.0 | 12 | .0 | 650.0 | 1 | 8185 | 12.71 | 11715 | 18.19 |
| **Epicurean** | | | | | | | | | | | | | | | | | |
| **BON APPETIT** | | | | | | | | | | | | | | | | | |
| 1987 | 1324.6 | 99.0 | 92.6 | 1226.6 | 65.1 | 83.9 | 2.50 | 18.00 | 40.0 | 12 | 28.0 | 1300.0 | 0 | 20820 | 15.72 | 29690 | 22.41 |
| 1986 | 1320.7 | 99.1 | 90.0 | 1369.3 | 48.7 | 46.6 | 2.50 | 15.00 | 50.0 | 12 | 31.1 | 1300.0 | 3 | 19875 | 15.05 | 28340 | 21.46 |
| 1985 | 1304.6 | 99.1 | 89.0 | 1092.0 | 30.2 | 44.5 | 2.50 | 15.00 | 50.0 | 12 | 51.3 | 1300.0 | 5 | 18525 | 14.20 | 26375 | 20.22 |
| 1984 | 1301.1 | 99.1 | 88.2 | 1060.7 | 30.2 | 40.6 | 1.95 | 15.00 | 35.9 | 12 | 21.1 | 1300.0 | 3 | 16840 | 12.94 | 24055 | 18.49 |
| 1983 | 1300.5 | 99.1 | 86.1 | 1067.1 | 24.7 | 26.3 | 1.95 | 15.00 | 35.9 | 12 | 22.9 | 1300.0 | 4 | 15620 | 12.01 | 22315 | 17.16 |
| **GOURMET** | | | | | | | | | | | | | | | | | |
| 1987 | 818.6 | 99.3 | 86.2 | 706.0 | 47.7 | 1.0 | 2.50 | 18.00 | 40.0 | 12 | .0 | 700.0 | 0 | 13490 | 16.48 | 21290 | 26.01 |
| 1986 | 817.4 | 99.1 | 86.3 | 611.5 | 57.6 | 1.0 | 2.50 | 18.00 | 40.0 | 12 | .0 | 700.0 | 0 | 12600 | 15.41 | 19890 | 24.33 |
| 1985 | 1077.2 | 99.2 | 87.9 | 666.4 | 49.4 | 8.9 | 2.50 | 18.00 | 40.0 | 12 | .0 | 700.0 | 0 | 11050 | 10.26 | 17450 | 16.20 |
| 1984 | 659.5 | 99.2 | 80.6 | 534.0 | 65.0 | 0.4 | 2.00 | 18.00 | 25.0 | 12 | 58.8 | 650.0 | 5 | 9000 | 13.65 | 15000 | 22.74 |
| 1983 | 626.5 | 99.2 | 77.7 | 449.9 | 73.3 | 0.0 | 2.00 | 18.00 | 25.0 | 12 | 13.7 | 650.0 | 6 | 8000 | 12.77 | 13600 | 21.71 |
| **FOOD & WINE, THE GUIDE TO GOOD TASTE** | | | | | | | | | | | | | | | | | |
| 1987 | 726.1 | 98.9 | 95.2 | 1068.0 | 98.9 | 0.4 | 2.50 | 20.00 | 33.3 | 12 | .0 | 750.0 | 0 | 14829 | 20.42 | 20382 | 28.07 |
| 1986 | 693.6 | 98.8 | 95.8 | 1030.5 | 95.7 | 2.3 | 2.00 | 20.00 | 16.7 | 12 | .0 | 700.0 | 0 | 12660 | 18.25 | 17400 | 25.09 |
| 1985 | 608.6 | 98.9 | 94.9 | 823.1 | 96.3 | 0.4 | 2.00 | 18.00 | 25.0 | 12 | 28.4 | 600.0 | 1 | 9415 | 15.47 | 14130 | 23.22 |
| 1984 | 549.6 | 98.9 | 96.8 | 757.6 | 97.6 | 0.0 | 1.95 | 16.00 | 31.6 | 12 | 52.7 | 550.0 | 0 | 8380 | 15.25 | 12575 | 22.88 |
| 1983 | 489.9 | 99.0 | 97.0 | 549.4 | 94.7 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | 40.2 | 500.0 | 1 | 7790 | 15.90 | 11685 | 23.85 |
| **WEIGHT WATCHERS MAGAZINE#** | | | | | | | | | | | | | | | | | |
| 1987 | 940.4 | 99.3 | 84.0 | 754.8 | 29.2 | 22.0 | 1.75 | 13.97 | 33.5 | 12 | .0 | 925.0 | 0 | 12820 | 13.63 | 17920 | 19.06 |
| 1986 | 901.5 | 99.3 | 83.3 | 752.8 | 9.7 | 22.7 | 1.50 | 13.97 | 22.4 | 12 | .0 | 875.0 | 0 | 12130 | 13.46 | 16955 | 18.81 |
| 1985 | 867.7 | 99.3 | 83.1 | 750.3 | 29.6 | 2.3 | 1.50 | 13.97 | 22.4 | 12 | .0 | 825.0 | 0 | 11440 | 13.18 | 15995 | 18.43 |
| 1984 | 849.9 | 99.4 | 82.9 | 949.4 | 34.9 | 0.0 | 1.50 | 11.97 | 33.5 | 12 | .0 | 825.0 | 0 | 11440 | 13.46 | 15995 | 18.82 |
| 1983 | 777.7 | 99.3 | 83.2 | 774.5 | 65.7 | 0.2 | 1.50 | 11.97 | 33.5 | 12 | 80.7 | 775.0 | 0 | 9770 | 12.56 | 13660 | 17.56 |

#See Special Notes - Page 8

## Fishing & Hunting

### AMERICAN HUNTER, THE

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1987 | 1343.6 | 99.2 | 100.0 | 1140.0 | 99.9 | 0.0 | 2.00 | 20.00 | 16.7 | 12 | .0 | N.C. | N.A. | 14000 | 10.42 | 20300 | 15.11 |
| 1986 | 1408.1 | 99.2 | 100.0 | 1235.4 | 100.0 | 0.0 | 2.00 | 20.00 | 16.7 | 12 | 6.5 | 1400.0 | 6 | 14000 | 9.94 | 20300 | 14.42 |
| 1985 | 1496.9 | 99.2 | 100.0 | 1656.1 | 99.9 | 0.0 | 2.00 | 15.00 | 37.5 | 12 | 116.4 | 1400.0 | 0 | 14000 | 9.35 | 20300 | 13.56 |
| 1984 | 1433.9 | 99.2 | 100.0 | 1498.2 | 99.9 | 0.0 | 1.75 | 15.00 | 28.6 | 12 | 110.5 | 1250.0 | 0 | 12500 | 8.72 | 18125 | 12.64 |
| 1983 | 1276.6 | 99.3 | 100.0 | 1394.0 | 99.9 | 0.0 | 1.75 | 15.00 | 28.5 | 12 | 101.5 | 1000.0 | 0 | 10000 | 7.83 | 14500 | 11.36 |

### AMERICAN RIFLEMAN, THE

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1987 | 1366.9 | 99.1 | 100.0 | 1066.2 | 99.8 | 0.0 | 2.00 | 20.00 | 16.7 | 12 | .0 | N.C. | N.A. | 14000 | 10.24 | 20300 | 14.85 |
| 1986 | 1361.3 | 99.0 | 100.0 | 1476.0 | 99.8 | 0.0 | 2.00 | 20.00 | 16.7 | 12 | 5.4 | 1400.0 | 10 | 14000 | 10.28 | 20300 | 14.91 |
| 1985 | 1457.1 | 99.0 | 100.0 | 1219.5 | 99.7 | 0.0 | 2.00 | 15.00 | 37.5 | 12 | 86.5 | 1400.0 | 0 | 14000 | 9.61 | 20300 | 13.93 |
| 1984 | 1446.6 | 99.0 | 100.0 | 1158.1 | 99.6 | 0.0 | 1.75 | 15.00 | 28.6 | 12 | 88.1 | 1400.0 | 0 | 13000 | 8.99 | 18850 | 13.03 |
| 1983 | 1388.3 | 99.0 | 100.0 | 1103.8 | 99.6 | 0.0 | 1.75 | 15.00 | 28.6 | 12 | 87.7 | 1300.0 | 0 | 11180 | 8.05 | 16210 | 11.68 |

### BASSMASTER MAGAZINE

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1987 | 528.3 | 99.9 | 97.2 | 499.4 | 100.0 | 75.9 | 2.00 | 10.00 | 50.0 | 10 | .0 | N.C. | N.A. | 10790 | 20.42 | 15780 | 29.87 |
| 1986 | 466.3 | 99.9 | 97.3 | 453.8 | 100.0 | 82.9 | 2.00 | 10.00 | 44.4 | 9 | .0 | N.C. | N.A. | 9855 | 21.13 | 14410 | 30.90 |
| 1985 | 416.9 | 99.9 | 96.8 | 342.0 | 100.0 | 86.7 | 2.00 | 10.00 | 44.4 | 9 | .0 | N.C. | N.A. | 9160 | 21.97 | 12810 | 30.73 |
| 1984 | 406.8 | 99.9 | 96.4 | 365.4 | 100.0 | 67.2 | 2.00 | 10.00 | 37.5 | 8 | .0 | N.C. | N.A. | 8400 | 20.65 | 11750 | 28.88 |
| 1983 | 398.4 | 99.9 | 94.7 | 364.8 | 100.0 | 38.7 | 2.00 | 10.00 | 37.5 | 8 | 0 | N.C. | N.A. | 7950 | 19.95 | 11100 | 27.86 |

### FIELD & STREAM

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1987 | 2006.8 | 99.4 | 94.4 | 2261.9 | 8.1 | 5.0 | 1.95 | 15.94 | 31.9 | 12 | 9.2 | 2000.0 | 0 | 33445 | 16.67 | 48810 | 24.32 |
| 1986 | 2004.6 | 99.4 | 93.8 | 1541.5 | 14.4 | 2.8 | 1.95 | 15.94 | 31.9 | 12 | 96.2 | 2000.0 | 0 | 30900 | 15.41 | 46485 | 23.19 |
| 1985 | 2008.2 | 99.5 | 92.6 | 1781.3 | 15.2 | 0.9 | 1.95 | 13.94 | 40.4 | 12 | 37.3 | 2000.0 | 3 | 28610 | 14.25 | 43040 | 21.43 |
| 1984 | 2003.2 | 99.5 | 92.7 | 1693.6 | 11.9 | 0.0 | 1.75 | 13.94 | 33.6 | 12 | 80.5 | 2000.0 | 0 | 26295 | 13.13 | 39560 | 19.75 |
| 1983 | 2045.2 | 99.6 | 92.2 | 1539.6 | 12.8 | 0.0 | 1.75 | 11.94 | 43.1 | 12 | .0 | 2000.0 | 0 | 24235 | 11.85 | 36460 | 17.83 |

### GUNS & AMMO

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1987 | 526.1 | 98.9 | 70.5 | 409.7 | 19.4 | 0.5 | 2.25 | 17.94 | 33.6 | 12 | .0 | 500.0 | 1 | 9000 | 17.11 | 14400 | 27.37 |
| 1986 | 487.2 | 99.0 | 69.8 | 334.4 | 20.8 | 0.7 | 2.25 | 15.94 | 41.0 | 12 | .0 | 475.0 | 2 | 8075 | 16.57 | 12920 | 26.52 |
| 1985 | 509.2 | 99.0 | 71.0 | 261.5 | 28.0 | 1.9 | 2.00 | 13.94 | 41.9 | 12 | .0 | 475.0 | 1 | 7365 | 14.46 | 11785 | 23.14 |
| 1984 | 522.3 | 99.0 | 72.3 | 314.7 | 33.8 | 0.3 | 1.75 | 11.94 | 43.1 | 12 | .0 | 475.0 | 0 | 6770 | 12.96 | 10830 | 20.74 |
| 1983 | 475.8 | 99.1 | 70.2 | 382.5 | 34.2 | 8.2 | 1.75 | 11.94 | 43.1 | 12 | 7.2 | 475.0 | 3 | 6295 | 13.23 | 10070 | 21.16 |

### OUTDOOR LIFE

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1987 | 1516.8 | 99.4 | 90.7 | 1280.0 | 6.4 | 8.4 | 1.75 | 13.94 | 33.6 | 12 | 4.5 | 1500.0 | 0 | 22630 | 14.92 | 32840 | 21.65 |
| 1986 | 1518.6 | 99.4 | 90.8 | 1273.8 | 7.0 | 7.8 | 1.75 | 13.94 | 33.6 | 12 | .0 | 1500.0 | 0 | 21250 | 13.99 | 30835 | 20.30 |
| 1985 | 1507.8 | 99.4 | 90.4 | 1212.2 | 8.6 | 5.1 | 1.75 | 13.94 | 33.6 | 12 | 4.4 | 1500.0 | 0 | 20045 | 13.29 | 29090 | 19.29 |
| 1984 | 1513.3 | 99.5 | 89.5 | 1218.7 | 10.1 | 1.9 | 1.75 | 13.94 | 33.6 | 12 | 17.3 | 1500.0 | 3 | 18735 | 12.38 | 27185 | 17.96 |
| 1983 | 1534.6 | 99.5 | 88.3 | 1113.8 | 11.5 | 1.1 | 1.75 | 13.94 | 33.6 | 12 | .0 | 1500.0 | 0 | 17840 | 11.63 | 25890 | 16.87 |

### SPORTS AFIELD

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1987 | 515.8 | 99.2 | 82.4 | 392.6 | 22.6 | 0.2 | 1.95 | 13.97 | 40.3 | 12 | .0 | 500.0 | 0 | 13325 | 25.83 | 19080 | 36.99 |
| 1986 | 517.0 | 99.2 | 81.6 | 401.0 | 22.6 | 0.2 | 1.95 | 13.97 | 40.3 | 12 | .0 | 500.0 | 0 | 12690 | 24.55 | 18170 | 35.15 |
| 1985 | 523.9 | 99.2 | 78.8 | 367.6 | 28.1 | 1.0 | 1.95 | 13.97 | 40.3 | 12 | .0 | 500.0 | 0 | 11870 | 22.66 | 16995 | 32.44 |
| 1984 | 523.2 | 99.3 | 74.9 | 334.5 | 42.7 | 2.6 | 1.95 | 11.97 | 48.8 | 12 | .0 | 500.0 | 0 | 10795 | 20.63 | 15455 | 29.54 |
| 1983 | 541.7 | 99.4 | 72.9 | 370.6 | 39.9 | 2.2 | 1.95 | 11.97 | 48.8 | 12 | .0 | 500.0 | 0 | 9850 | 18.18 | 14100 | 26.03 |

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Fraternal, Professional Groups, Service Clubs, Veteran's Organizations & Associations** | | | | | | | | | | | | | | | | | |
| **AMERICAN LEGION MAGAZINE, THE** | | | | | | | | | | | | | | | | | |
| 1987 | 2729.2 | 99.7 | 100.0 | 2748.2 | 100.0 | 0.0 | 2.00 | 2.50 | 89.6 | 12 | .0 | 2500.0 | 0 | 17640 | 6.46 | 23940 | 8.77 |
| 1986 | 2648.0 | 99.7 | 100.0 | 2843.0 | 100.0 | 0.0 | 1.50 | 2.50 | 86.1 | 12 | .0 | 2500.0 | 0 | 16800 | 6.34 | 22800 | 8.61 |
| 1985 | 2556.0 | 99.7 | 100.0 | 2793.6 | 100.0 | 0.0 | 1.50 | 2.50 | 86.1 | 12 | 1.6 | 2500.0 | 0 | 19990 | 7.82 | 24669 | 9.65 |
| 1984 | 2502.8 | 99.7 | 100.0 | 2548.2 | 100.0 | 0.0 | 1.50 | 2.50 | 86.1 | 12 | 34.1 | 2500.0 | 0 | 14970 | 5.98 | 19735 | 7.89 |
| 1983 | 2507.2 | 99.7 | 100.0 | 2612.7 | 100.0 | 0.0 | 1.00 | 2.50 | 79.2 | 12 | 13.5 | 2500.0 | 0 | 11976 | 4.78 | 15788 | 6.30 |
| **ELKS MAGAZINE, THE** | | | | | | | | | | | | | | | | | |
| 1987 | 1549.7 | 99.0 | 100.0 | 3116.1 | 100.0 | 0.0 | 0.25 | 2.50 | 0.0 | 10 | 32.9 | N.C. | N.A. | 8558 | 5.52 | 12795 | 8.26 |
| 1986 | 1593.4 | 99.0 | 100.0 | 3239.9 | 100.0 | 0.3 | 0.25 | 2.50 | 0.0 | 10 | 128.5 | 1550.0 | 0 | 8150 | 5.11 | 12185 | 7.65 |
| 1985 | 1605.6 | 99.0 | 100.0 | 3245.8 | 100.0 | 0.0 | 0.25 | 2.50 | 9.1 | 11 | 193.4 | 1550.0 | 0 | 8150 | 5.08 | 12185 | 7.59 |
| 1984 | 1620.4 | 99.0 | 100.0 | 1685.7 | 100.0 | 0.0 | 0.25 | 2.50 | 0.0 | 10 | 195.2 | 1450.0 | 0 | 7616 | 4.70 | 11385 | 7.03 |
| 1983 | 1628.3 | 99.1 | 100.0 | 1709.3 | 99.9 | 0.0 | 0.25 | 2.50 | 0.0 | 10 | 196.2 | 1450.0 | 0 | 7616 | 4.68 | 11385 | 6.99 |
| **HADASSAH MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1987 | 295.2 | 99.9 | 100.0 | 214.1 | 100.0 | 0.0 | 2.50 | 25.00 | 0.0 | 10 | .0 | N.C. | N.A. | 6135 | 20.78 | 7800 | 26.42 |
| 1986 | | | | | | | | | | | | | | | | | |
| 1985 | | | | | | | | | | | | | | | | | |
| 1984 | | | | | | | | | | | | | | | | | |
| 1983 | | | | | | | | | | | | | | | | | |
| **Gardening** | | | | | | | | | | | | | | | | | |
| **FLOWER & GARDEN MAGAZINE#** | | | | | | | | | | | | | | | | | |
| 1987 | 629.6 | 99.7 | 98.0 | 526.6 | 12.7 | 0.0 | 2.00 | 6.00 | 50.0 | 6 | .0 | 610.0 | 0 | 6585 | 10.46 | 9215 | 14.64 |
| 1986 | 631.1 | 99.7 | 98.2 | 514.1 | 12.3 | 0.0 | 1.50 | 6.00 | 33.3 | 6 | .0 | 610.0 | 0 | 5790 | 9.17 | 8105 | 12.84 |
| 1985 | 625.5 | 99.7 | 98.4 | 513.1 | 25.6 | 0.0 | 1.50 | 6.00 | 33.3 | 6 | .0 | N.C. | N.A. | 5220 | 8.35 | 7305 | 11.68 |
| 1984 | 619.3 | 99.7 | 98.4 | 515.8 | 27.1 | 0.0 | 1.50 | 6.00 | 33.3 | 6 | .0 | N.C. | N.A. | 4765 | 7.69 | 6670 | 10.77 |
| 1983 | 593.3 | 99.7 | 98.5 | 376.0 | 39.9 | 0.0 | 1.50 | 6.00 | 33.3 | 6 | .0 | N.C. | N.A. | 4765 | 8.03 | 6670 | 11.24 |
| **RODALE'S ORGANIC GARDENING** | | | | | | | | | | | | | | | | | |
| 1987 | 1118.0 | 99.3 | 99.5 | 1273.2 | 27.8 | 92.9 | 1.75 | 12.97 | 38.2 | 12 | 23.7 | 1000.0 | 4 | 11235 | 10.05 | 16745 | 14.98 |
| 1986 | 1206.2 | 99.3 | 99.4 | 1261.0 | 33.6 | 92.6 | 1.95 | 12.97 | 44.6 | 12 | 19.6 | 1200.0 | 3 | 12850 | 10.65 | 19160 | 15.88 |
| 1985 | 1266.4 | 99.4 | 99.3 | 1213.5 | 34.5 | 86.4 | 1.95 | 12.97 | 44.6 | 12 | 3.3 | 1200.0 | 0 | 12120 | 9.57 | 18075 | 14.27 |
| 1984 | 1376.0 | 99.4 | 99.2 | 1532.4 | 38.7 | 80.7 | 1.50 | 12.00 | 33.3 | 12 | 4.0 | 1350.0 | 1 | 12195 | 8.86 | 18185 | 13.22 |
| 1983 | 1372.5 | 99.4 | 99.2 | 1422.0 | 38.4 | 84.8 | 1.50 | 12.00 | 33.3 | 12 | .0 | 1350.0 | 0 | 11085 | 8.08 | 16075 | 11.71 |
| **General Editorial** | | | | | | | | | | | | | | | | | |
| **AMERICAN HERITAGE** | | | | | | | | | | | | | | | | | |
| 1987 | 215.4 | 99.4 | 95.6 | 393.0 | 58.8 | 49.7 | 4.50 | 24.00 | 23.8 | 7 | .0 | 225.0 | 0 | 5065 | 23.51 | 7875 | 36.56 |
| 1986 | 167.1 | 99.4 | 94.4 | 191.4 | 35.8 | 46.4 | 4.00 | 24.00 | 0.0 | 6 | 1.5 | 200.0 | 0 | 4500 | 26.93 | 7000 | 41.89 |
| 1985 | 142.1 | 99.4 | 94.2 | 169.9 | 38.3 | 33.7 | 4.00 | 24.00 | 0.0 | 6 | .2 | 150.0 | 0 | 4400 | 30.96 | 6600 | 46.45 |
| 1984 | 124.6 | 99.4 | 93.8 | 111.7 | 49.5 | 26.9 | 4.00 | 24.00 | 0.0 | 6 | .1 | 110.0 | 0 | 5500 | 44.14 | 6600 | 52.97 |
| 1983 | | | | | | | | | | | | | | | | | |

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## General Editorial (cont.)

| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ATLANTIC MONTHLY, THE#** | | | | | | | | | | | | | | | | | |
| 1987 | 465.6 | 99.3 | 89.8 | 359.1 | 81.7 | 14.9 | 2.00 | 9.95 | 58.5 | 12 | .0 | 450.0 | 0 | 10450 | 22.44 | 15700 | 33.72 |
| 1986 | 460.2 | 99.2 | 90.1 | 398.8 | 68.5 | 2.7 | 2.00 | 9.95 | 58.5 | 12 | 33.0 | 450.0 | 0 | 9735 | 21.15 | 14610 | 31.75 |
| 1985 | 453.7 | 99.2 | 90.4 | 360.7 | 78.8 | 0.4 | 2.00 | 9.95 | 58.5 | 12 | 45.7 | 450.0 | 3 | 9735 | 21.46 | 14610 | 32.20 |
| 1984 | 433.8 | 99.2 | 89.2 | 312.1 | 38.4 | 31.9 | 2.00 | 9.95 | 58.5 | 12 | 75.2 | 440.0 | 9 | 9015 | 20.78 | 13525 | 31.18 |
| 1983 | 425.6 | 99.3 | 89.1 | 332.9 | 24.6 | 14.3 | 2.00 | 18.00 | 25.0 | 12 | 22.4 | 440.0 | 0 | 8585 | 20.17 | 12880 | 30.26 |
| **CHANGING TIMES, THE KIPLINGER REPORT** | | | | | | | | | | | | | | | | | |
| 1987 | 1385.2 | 99.0 | 97.3 | 1589.5 | 31.5 | 91.0 | 2.50 | 15.00 | 50.0 | 12 | 25.3 | 1350.0 | 0 | 20125 | 14.53 | 30000 | 21.66 |
| 1986 | 1385.8 | 99.1 | 97.4 | 1581.9 | 24.5 | 91.1 | 2.25 | 15.00 | 44.4 | 12 | 37.0 | 1350.0 | 0 | 18785 | 13.56 | 28000 | 20.20 |
| 1985 | 1425.8 | 99.2 | 97.6 | 1507.4 | 26.5 | 82.1 | 1.75 | 15.00 | 28.6 | 12 | 31.4 | 1350.0 | 0 | 18785 | 13.18 | 28000 | 19.64 |
| 1984 | 1400.6 | 99.2 | 97.6 | 1348.7 | 31.9 | 50.8 | 1.75 | 15.00 | 28.6 | 12 | 85.7 | 1350.0 | 0 | 17445 | 12.46 | 26000 | 18.56 |
| 1983 | 1428.7 | 99.2 | 97.4 | 1345.0 | 32.2 | 45.8 | 1.75 | 15.00 | 28.6 | 12 | 83.4 | 1350.0 | 1 | 16210 | 11.35 | 24160 | 16.91 |
| **CONNOISSEUR** | | | | | | | | | | | | | | | | | |
| 1987 | 319.4 | 99.2 | 93.4 | 320.1 | 20.1 | 0.0 | 3.00 | 19.95 | 44.6 | 12 | .0 | 300.0 | 0 | 11980 | 37.51 | 15630 | 48.94 |
| 1986 | 325.8 | 99.1 | 93.7 | 297.8 | 17.8 | 0.0 | 3.00 | 19.95 | 44.6 | 12 | .0 | 300.0 | 0 | 11370 | 34.90 | 14830 | 45.52 |
| 1985 | 271.8 | 99.1 | 92.4 | 345.1 | 24.1 | 0.0 | 3.00 | 19.95 | 44.6 | 12 | .0 | 250.0 | 0 | 8300 | 30.54 | 10800 | 39.74 |
| 1984 | 234.3 | 99.1 | 92.3 | 252.0 | 28.6 | 0.0 | 3.00 | 19.95 | 44.6 | 12 | .0 | 210.0 | 0 | 8300 | 35.42 | 10800 | 46.09 |
| 1983 | 154.1 | 99.3 | 90.1 | 195.8 | 21.1 | 0.0 | 3.00 | 19.95 | 44.6 | 12 | .0 | 125.0 | 0 | 5000 | 32.45 | 6250 | 40.56 |
| **CONSUMERS DIGEST#** | | | | | | | | | | | | | | | | | |
| 1987 | 779.8 | 98.6 | 94.1 | 820.3 | 0.7 | 1.1 | 2.00 | 13.97 | 16.4– | 6 | 7.7 | 750.0 | 3 | 10385 | 13.32 | 15570 | 19.97 |
| 1986 | 990.6 | 98.8 | 95.9 | 1028.7 | 9.5 | 5.3 | 2.00 | 14.97 | 16.8 | 9 | 62.2 | 900.0 | 3 | 10385 | 10.48 | 15570 | 15.72 |
| 1985 | 1006.3 | 98.9 | 98.9 | 1585.6 | 11.3 | 3.5 | 2.00 | 13.97 | 12.7 | 8 | 91.7 | 1100.0 | 6 | 13300 | 13.22 | 19950 | 19.83 |
| 1984 | 1011.3 | 98.8 | 99.4 | 1567.2 | 12.1 | 3.5 | 2.00 | 11.97 | 0.3 | 6 | 38.2 | 1000.0 | 2 | 11300 | 11.17 | 16950 | 16.76 |
| 1983 | 903.0 | 98.9 | 100.0 | 1188.9 | 1.5 | 0.4 | 2.00 | 13.00 | 8.3– | 6 | 27.5 | 900.0 | 1 | 9450 | 10.47 | 14250 | 15.78 |
| **EBONY** | | | | | | | | | | | | | | | | | |
| 1987 | 1758.0 | 99.7 | 86.4 | 1362.1 | 50.1 | 0.0 | 2.00 | 16.00 | 33.3 | 12 | 182.9 | 1700.0 | 1 | 23309 | 13.26 | 31490 | 17.91 |
| 1986 | 1713.6 | 99.7 | 86.9 | 1241.4 | 46.5 | 0.0 | 2.00 | 16.00 | 33.3 | 12 | 380.3 | 1700.0 | 4 | 22199 | 12.95 | 29990 | 17.50 |
| 1985 | 1736.7 | 99.7 | 86.9 | 1231.6 | 46.2 | 0.0 | 1.75 | 16.00 | 23.8 | 12 | 338.1 | 1700.0 | 2 | 22199 | 12.78 | 29990 | 17.27 |
| 1984 | 1691.3 | 99.7 | 86.0 | 1266.7 | 44.7 | 0.0 | 1.75 | 16.00 | 23.8 | 12 | 153.7 | 1600.0 | 0 | 20181 | 11.93 | 27264 | 16.12 |
| 1983 | 1627.2 | 99.7 | 85.1 | 1331.1 | 51.7 | 0.0 | 1.75 | 16.00 | 23.8 | 12 | 239.8 | 1600.0 | 0 | 20181 | 12.40 | 27264 | 16.76 |
| **GRIT** | | | | | | | | | | | | | | | | | |
| 1987 | 561.5 | 99.7 | 89.4 | 998.0 | 0.2 | 22.8 | 0.75 | 26.95 | 30.9 | 52 | 6.7 | N.C. | N.A. | 8500 | 15.14 | 10740 | 19.13 |
| 1986 | 563.1 | 99.7 | 85.9 | 927.4 | 0.7 | 31.7 | 0.75 | 26.95 | 30.9 | 52 | .0 | N.C. | N.A. | 8160 | 14.49 | 10335 | 18.35 |
| 1985 | 587.7 | 99.8 | 81.3 | 893.9 | 0.7 | 6.0 | 0.75 | 26.95 | 30.9 | 52 | 9.0 | N.C. | N.A. | 8073 | 13.74 | 10247 | 17.44 |
| 1984 | 582.6 | 99.8 | 77.2 | 705.5 | 39.6 | 0.0 | 0.75 | 17.99 | 54.7 | 53 | .0 | N.C. | N.A. | 8073 | 13.86 | 10247 | 17.59 |
| 1983 | 691.4 | 99.8 | 72.6 | 589.1 | 44.7 | 0.2 | 0.65 | 17.99 | 46.8 | 52 | .7 | 750.0 | 25 | 8073 | 11.68 | 10247 | 14.82 |
| **HARPER'S MAGAZINE#** | | | | | | | | | | | | | | | | | |
| 1987 | 185.5 | 99.1 | 81.8 | 163.8 | 36.8 | 0.2 | 2.00 | 18.00 | 25.0 | 12 | .0 | 165.0 | 0 | 4330 | 23.34 | 6740 | 36.33 |
| 1986 | 168.7 | 99.1 | 81.1 | 154.6 | 34.4 | 8.7 | 2.00 | 18.00 | 25.0 | 12 | .0 | 160.0 | 0 | 4085 | 24.21 | 6360 | 37.70 |
| 1985 | 151.4 | 99.1 | 79.9 | 111.0 | 43.2 | 18.1 | 2.00 | 18.00 | 25.0 | 12 | .0 | 150.0 | 0 | 3930 | 25.96 | 6115 | 40.39 |
| 1984 | 151.7 | 99.1 | 76.8 | 116.8 | 36.4 | 18.5 | 2.00 | 18.00 | 25.0 | 12 | 16.3 | 140.0 | 0 | 3780 | 24.92 | 5880 | 38.76 |
| 1983 | 142.0 | 99.1 | 77.3 | 80.8 | 50.9 | 0.0 | 2.00 | 18.00 | 25.0 | 12 | 10.3 | 140.0 | 2 | 2830 | 19.93 | 4320 | 30.42 |



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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | | | | General Editorial (cont.) | |
| **LIFE#** | | | | | | | | | | | | | | | | | |
| 1987 | 1663.3 | 99.0 | 61.8 | 1200.3 | 65.0 | 43.2 | 2.50 | 32.50 | 0.0 | 13 | 5.2 | 1600.0 | 4 | 39630 | 23.83 | 52470 | 31.55 |
| 1986 | 1674.1 | 98.9 | 58.5 | 1267.3 | 74.2 | 42.0 | 2.50 | 32.50 | 0.0 | 13 | 19.7 | 1500.0 | 2 | 37745 | 22.55 | 49960 | 29.84 |
| 1985 | 1566.7 | 98.9 | 58.6 | 1103.5 | 70.8 | 42.4 | 2.50 | 27.00 | 10.0 | 12 | 39.3 | 1500.0 | 3 | 35810 | 22.86 | 47400 | 30.25 |
| 1984 | 1485.4 | 98.9 | 59.2 | 1125.5 | 78.8 | 35.4 | 2.50 | 27.00 | 10.0 | 12 | 16.3 | 1400.0 | 3 | 31530 | 21.23 | 36725 | 24.72 |
| 1983 | 1521.9 | 99.1 | 54.0 | 900.9 | 87.2 | 14.6 | 2.00 | 24.00 | 0.0 | 12 | 30.3 | 1400.0 | 1 | 29095 | 19.12 | 38515 | 25.31 |
| **MONEY#** | | | | | | | | | | | | | | | | | |
| 1987 | 1847.8 | 98.9 | 82.4 | 1988.8 | 67.3 | 71.6 | 2.95 | 31.95 | 16.7 | 13 | 1.1 | 1700.0 | 0 | 34595 | 18.72 | 54130 | 29.29 |
| 1986 | 1817.5 | 99.0 | 80.6 | 1986.5 | 71.6 | 66.7 | 2.75 | 29.95 | 9.2 | 12 | 7.6 | 1650.0 | 0 | 32325 | 17.79 | 50575 | 27.83 |
| 1985 | 1661.2 | 99.8 | 81.6 | 1873.2 | 69.8 | 60.3 | 2.75 | 29.95 | 9.2 | 12 | 6.0 | 1500.0 | 0 | 27790 | 16.73 | 43785 | 26.36 |
| 1984 | 1493.7 | 99.1 | 80.7 | 1513.4 | 71.2 | 46.9 | 2.50 | 29.95 | 0.2 | 12 | 9.0 | 1400.0 | 0 | 24415 | 16.35 | 38195 | 25.57 |
| 1983 | 1325.6 | 99.1 | 79.9 | 1430.5 | 73.5 | 54.0 | 2.50 | 25.95 | 13.5 | 12 | 6.9 | 1300.0 | 0 | 19180 | 14.47 | 30010 | 22.64 |
| **MOTHER EARTH NEWS, THE** | | | | | | | | | | | | | | | | | |
| 1987 | 709.6 | 98.9 | 81.1 | 764.4 | 13.0 | 0.4 | 3.00 | 18.00 | 0.0 | 6 | .0 | 700.0 | 2 | 9530 | 13.43 | 14290 | 20.14 |
| 1986 | 704.3 | 98.9 | 77.7 | 593.6 | 23.2 | 4.4 | 3.00 | 18.00 | 0.0 | 6 | 21.5 | 700.0 | 2 | 8905 | 12.64 | 13355 | 18.96 |
| 1985 | 762.7 | 98.8 | 75.3 | 551.0 | 31.4 | 11.9 | 3.00 | 18.00 | 0.0 | 6 | 29.3 | 800.0 | 4 | 9600 | 12.59 | 14400 | 18.88 |
| 1984 | 874.6 | 98.9 | 78.3 | 671.1 | 28.9 | 1.0 | 3.00 | 18.00 | 0.0 | 6 | 42.1 | 900.0 | 5 | 10800 | 12.35 | 16200 | 18.52 |
| 1983 | 948.3 | 98.9 | 80.2 | 658.9 | 35.7 | 3.4 | 3.00 | 18.00 | 0.0 | 6 | 22.9 | 900.0 | 0 | 10800 | 11.39 | 16200 | 17.08 |
| **NATIONAL GEOGRAPHIC MAGAZINE, THE** | | | | | | | | | | | | | | | | | |
| 1987 | 10480.0 | 99.0 | 99.4 | 10440.3 | 100.0 | 0.0 | 2.25 | 18.00 | 33.3 | 12 | 38.6 | 10200.0 | 0 | 94620 | 9.03 | 123000 | 11.74 |
| 1986 | 10727.9 | 99.0 | 99.3 | 10600.2 | 100.0 | 0.0 | 1.90 | 15.00 | 34.2 | 12 | 66.1 | 10200.0 | 0 | 90545 | 8.44 | 117715 | 10.97 |
| 1985 | 10499.4 | 99.0 | 99.2 | 10595.9 | 100.0 | 0.0 | 1.90 | 15.00 | 34.2 | 12 | 26.1 | 10150.0 | 0 | 84230 | 8.02 | 109500 | 10.43 |
| 1984 | 10297.7 | 99.0 | 99.3 | 10260.1 | 100.0 | 0.0 | 1.90 | 15.00 | 34.2 | 12 | 29.6 | 10215.0 | 5 | 79130 | 7.68 | 102870 | 9.99 |
| 1983 | 10492.0 | 99.0 | 99.7 | 10941.4 | 100.0 | 0.0 | 1.90 | 15.00 | 34.2 | 12 | 29.6 | 10215.0 | 0 | 75360 | 7.18 | 97970 | 9.34 |
| **NEW YORKER, THE#** | | | | | | | | | | | | | | | | | |
| 1987 | 579.4 | 99.4 | 95.0 | 582.1 | 50.8 | 3.5 | 1.75 | 32.00 | 64.8 | 52 | .0 | 525.0 | 0 | 14950 | 25.80 | 23840 | 41.15 |
| 1986 | 547.3 | 99.4 | 93.9 | 506.7 | 56.0 | 4.4 | 1.50 | 32.00 | 59.0 | 52 | .0 | 525.0 | 0 | 14950 | 27.32 | 23840 | 43.56 |
| 1985 | 504.3 | 99.4 | 93.5 | 444.5 | 65.1 | 5.4 | 1.50 | 32.00 | 59.0 | 52 | .0 | 480.0 | 0 | 12350 | 24.49 | 19700 | 39.06 |
| 1984 | 500.5 | 99.4 | 92.8 | 425.9 | 61.9 | 3.0 | 1.50 | 32.00 | 59.7 | 53 | .0 | 480.0 | 0 | 11750 | 23.48 | 18700 | 37.36 |
| 1983 | 508.3 | 99.4 | 92.6 | 407.5 | 61.3 | 0.0 | 1.50 | 32.00 | 59.0 | 52 | .0 | 480.0 | 0 | 11100 | 21.84 | 17650 | 34.72 |
| **PSYCHOLOGY TODAY** | | | | | | | | | | | | | | | | | |
| 1987 | 958.7 | 99.2 | 90.7 | 939.6 | 31.7 | 0.0 | 1.95 | 15.99 | 31.7 | 12 | .0 | 875.0 | 0 | 19100 | 19.92 | 27575 | 28.76 |
| 1986 | 898.5 | 99.4 | 90.5 | 931.4 | 18.8 | 0.0 | 1.95 | 15.99 | 31.7 | 12 | .0 | 850.0 | 0 | 17525 | 19.50 | 25300 | 28.16 |
| 1985 | 873.2 | 99.4 | 90.3 | 931.0 | 21.5 | 0.0 | 1.95 | 15.99 | 31.7 | 12 | .0 | 850.0 | 0 | 16930 | 19.39 | 24440 | 27.99 |
| 1984 | 853.6 | 99.3 | 90.5 | 766.7 | 19.6 | 0.0 | 1.95 | 15.99 | 31.7 | 12 | 4.4 | 850.0 | 3 | 15600 | 18.28 | 22525 | 26.39 |
| 1983 | 883.0 | 99.3 | 91.1 | 619.8 | 18.3 | 0.0 | 1.95 | 15.99 | 31.7 | 12 | .0 | 850.0 | 0 | 15600 | 17.67 | 22525 | 25.51 |

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## General Editorial (cont.)

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **READER'S DIGEST** | | | | | | | | | | | | | | | | | |
| 1987 | 16708.1 | 99.3 | 94.8 | 18164.7 | 27.9 | 11.1 | 1.79 | 14.97 | 30.3 | 12 | 76.3 | 16250.0 | 0 | 91350 | 5.47 | 109830 | 6.57 |
| 1986 | 16952.9 | 99.3 | 94.5 | 18177.5 | 29.5 | 11.0 | 1.75 | 15.41 | 26.6 | 12 | 215.5 | 16250.0 | 0 | 87000 | 5.13 | 104600 | 6.17 |
| 1985 | 17770.9 | 99.3 | 94.7 | 19755.4 | 26.8 | 12.3 | 1.50 | 15.41 | 14.4 | 12 | 753.0 | 17750.0 | 4 | 90500 | 5.09 | 108800 | 6.12 |
| 1984 | 17939.6 | 99.3 | 94.8 | 20291.7 | 26.2 | 8.0 | 1.50 | 13.93 | 22.6 | 12 | 340.2 | 17750.0 | 0 | 90500 | 5.04 | 108800 | 6.06 |
| 1983 | 18118.1 | 99.3 | 94.4 | 19102.2 | 28.2 | 5.3 | 1.50 | 13.93 | 22.6 | 12 | 424.4 | 17750.0 | 0 | 86200 | 4.76 | 103600 | 5.72 |
| **SATURDAY EVENING POST, THE#** | | | | | | | | | | | | | | | | | |
| 1987 | 612.2 | 99.3 | 85.0 | 494.3 | 99.4 | 1.4 | 1.95 | 12.97 | 26.1 | 9 | .0 | 600.0 | 2 | 10623 | 17.35 | 13772 | 22.50 |
| 1986 | 636.2 | 99.2 | 84.5 | 516.0 | 98.5 | 11.4 | 1.95 | 12.97 | 26.1 | 9 | 2.4 | 700.0 | 9 | 10623 | 16.70 | 13772 | 21.65 |
| 1985 | 674.4 | 99.2 | 81.6 | 516.6 | 96.0 | 13.9 | 1.95 | 12.97 | 26.1 | 9 | 8.9 | 700.0 | 7 | 10623 | 15.75 | 13772 | 20.42 |
| 1984 | 696.6 | 99.2 | 81.0 | 563.4 | 90.2 | 48.2 | 1.75 | 12.97 | 17.7 | 9 | 4.0 | 700.0 | 6 | 9657 | 13.86 | 13772 | 19.77 |
| 1983 | 633.5 | 99.2 | 74.6 | 442.4 | 63.5 | 19.8 | 1.75 | 9.95 | 36.8 | 9 | .0 | 700.0 | 5 | 8759 | 13.83 | 12491 | 19.72 |
| **SMITHSONIAN** | | | | | | | | | | | | | | | | | |
| 1987 | 2272.7 | 99.2 | 99.6 | 2850.8 | 60.4 | 0.0 | 2.50 | 16.00 | 46.7 | 12 | 16.8 | 2100.0 | 0 | 30010 | 13.20 | 45010 | 19.80 |
| 1986 | 2295.6 | 99.2 | 99.6 | 2800.8 | 62.7 | 0.0 | 2.50 | 20.00 | 33.3 | 12 | 6.2 | 2000.0 | 0 | 27480 | 11.97 | 41220 | 17.96 |
| 1985 | 2206.9 | 99.1 | 99.6 | 2605.3 | 80.6 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | 14.8 | 2000.0 | 0 | 26170 | 11.86 | 39255 | 17.79 |
| 1984 | 2105.8 | 99.1 | 99.6 | 2343.0 | 99.8 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | 15.8 | 1850.0 | 0 | 23790 | 11.30 | 35685 | 16.95 |
| 1983 | 1944.6 | 99.2 | 99.8 | 2122.5 | 99.4 | 4.7 | 2.00 | 17.00 | 29.2 | 12 | 41.8 | 1850.0 | 0 | 22235 | 11.43 | 33350 | 17.15 |
| **STAR, THE** | | | | | | | | | | | | | | | | | |
| 1987 | 3757.0 | 99.4 | 12.5 | 838.0 | 0.2 | 0.0 | 0.75 | 32.00 | 17.9 | 52 | .0 | 3500.0 | 10 | 24680 | 6.57 | 30450 | 8.10 |
| 1986 | 3635.9 | 99.4 | 7.1 | 490.2 | 0.3 | 0.0 | 0.69 | 32.00 | 10.8 | 52 | .0 | 3500.0 | 21 | 23500 | 6.46 | 29000 | 7.98 |
| 1985 | 3431.9 | 99.5 | 4.7 | 186.0 | 2.7 | 0.0 | 0.69 | 32.00 | 12.5 | 53 | .0 | 3200.0 | 15 | 21500 | 6.26 | 26500 | 7.72 |
| 1984 | 3406.9 | 99.5 | 4.4 | 149.1 | 0.7 | 0.2 | 0.55 | 24.00 | 16.1 | 52 | .0 | 3750.0 | 43 | 21500 | 6.31 | 26500 | 7.78 |
| 1983 | 3757.1 | 99.5 | 4.2 | 161.1 | 2.7 | 0.0 | 0.50 | 22.00 | 15.4 | 52 | .0 | 3750.0 | 13 | 19950 | 5.31 | 24600 | 6.55 |
| **SUCCESS#** | | | | | | | | | | | | | | | | | |
| 1987 | 425.1 | 99.0 | 90.7 | 297.4 | 12.3 | 0.0 | 2.00 | 14.95 | 25.3 | 10 | 27.2 | 425.0 | 0 | 12000 | 28.23 | 16350 | 38.46 |
| 1986 | 403.9 | 99.1 | 89.4 | 304.9 | 26.5 | 0.0 | 2.00 | 17.94 | 10.3 | 10 | 50.9 | 405.0 | 0 | 10990 | 27.21 | 14980 | 37.09 |
| 1985 | 349.0 | 99.1 | 88.6 | 322.8 | 18.4 | 0.0 | 2.00 | 17.94 | 18.5 | 11 | 56.5 | 365.0 | 0 | 8250 | 23.64 | 11250 | 32.23 |
| 1984 | 293.4 | 99.0 | 88.1 | 290.6 | 13.1 | 1.2 | 2.00 | 17.94 | 25.3 | 12 | 14.9 | 300.0 | 1 | 7200 | 24.54 | 9900 | 33.74 |
| 1983 | 251.7 | 99.1 | 87.6 | 301.0 | 8.0 | 9.1 | 1.50 | 14.00 | 22.2 | 12 | 1.0 | 275.0 | 1 | 6050 | 24.04 | 8250 | 32.78 |
| **TOWN & COUNTRY** | | | | | | | | | | | | | | | | | |
| 1987 | 418.6 | 99.3 | 77.6 | 352.3 | 33.5 | 0.0 | 3.00 | 24.00 | 33.3 | 12 | .0 | 400.0 | 0 | 15175 | 36.25 | 19540 | 46.68 |
| 1986 | 413.3 | 99.4 | 77.1 | 278.4 | 42.6 | 0.0 | 3.00 | 24.00 | 33.3 | 12 | .0 | 400.0 | 0 | 14395 | 34.83 | 18535 | 44.85 |
| 1985 | 428.5 | 99.3 | 76.2 | 319.8 | 38.1 | 0.0 | 3.00 | 24.00 | 33.3 | 12 | .0 | 400.0 | 0 | 13390 | 31.25 | 17240 | 40.23 |
| 1984 | 404.3 | 99.3 | 75.0 | 368.7 | 31.6 | 0.0 | 3.00 | 24.00 | 33.3 | 12 | .0 | 400.0 | 1 | 12395 | 30.66 | 15960 | 39.48 |
| 1983 | 362.0 | 99.4 | 73.6 | 236.0 | 36.8 | 0.0 | 3.00 | 24.00 | 33.3 | 12 | .0 | 350.0 | 0 | 10150 | 28.04 | 13070 | 36.10 |



#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **General Editorial (cont.)** | | | | | | | | | | | | | | | | | |
| **VANITY FAIR*** | | | | | | | | | | | | | | | | | |
| 1987 | 537.9 | 99.2 | 69.6 | 506.2 | 67.1 | 1.2 | 2.00 | 12.00 | 50.0 | 12 | .0 | 375.0 | 0 | 14730 | 27.38 | 22100 | 41.09 |
| 1986 | 405.5 | 99.3 | 76.5 | 347.1 | 88.3 | 0.7 | 2.00 | 12.00 | 50.0 | 12 | .0 | 350.0 | 0 | 12850 | 31.69 | 19270 | 47.52 |
| 1985 | 372.9 | 99.2 | 81.2 | 275.8 | 87.8 | 0.2 | 2.00 | 12.00 | 50.0 | 12 | .0 | 325.0 | 0 | 10850 | 29.10 | 16275 | 43.64 |
| 1984 | 273.5 | 99.2 | 80.9 | 382.3 | 43.3 | 1.9 | 2.00 | 12.00 | 50.0 | 12 | 47.9 | 250.0 | 4 | 8500 | 31.08 | 12750 | 46.62 |
| 1983 | 255.7 | 99.2 | 83.5 | 255.3 | 83.6 | 0.0 | 3.00 | 24.00 | 11.1 | 9 | .0 | 250.0 | 2 | 8500 | 33.24 | 12750 | 49.86 |
| **YANKEE#** | | | | | | | | | | | | | | | | | |
| 1987 | 1001.1 | 99.7 | 93.3 | 1117.8 | 52.8 | 48.8 | 1.95 | 18.00 | 23.1 | 12 | 17.5 | 1000.0 | 4 | 11660 | 11.65 | 15625 | 15.61 |
| 1986 | 1009.9 | 99.7 | 93.2 | 1210.0 | 57.6 | 46.7 | 1.95 | 18.00 | 23.1 | 12 | 14.8 | 1000.0 | 5 | 11000 | 10.89 | 14740 | 14.60 |
| 1985 | 997.6 | 99.7 | 92.9 | 1002.1 | 56.8 | 32.0 | 1.50 | 15.00 | 16.7 | 12 | 66.6 | 1000.0 | 7 | 11000 | 11.03 | 14740 | 14.78 |
| 1984 | 954.9 | 99.7 | 92.0 | 919.9 | 55.0 | 33.3 | 1.50 | 14.00 | 22.2 | 12 | 40.6 | 1000.0 | 9 | 11000 | 11.52 | 14675 | 15.37 |
| 1983 | 929.2 | 99.7 | 91.6 | 925.2 | 57.1 | 30.2 | 1.50 | 14.00 | 22.2 | 12 | 37.3 | 950.0 | 4 | 8085 | 8.70 | 10785 | 11.61 |
| **Health** | | | | | | | | | | | | | | | | | |
| **AMERICAN HEALTH-FITNESS OF BODY & MIND#** | | | | | | | | | | | | | | | | | |
| 1987 | 864.1 | 99.3 | 91.9 | 940.3 | 48.6 | 0.0 | 2.00 | 14.95 | 25.3 | 10 | .0 | 900.0 | 0 | 13840 | 16.02 | 19130 | 22.14 |
| 1986 | 794.1 | 99.2 | 92.0 | 785.8 | 20.3 | 0.0 | 2.00 | 14.95 | 25.3 | 10 | .0 | 850.0 | 10 | 11770 | 14.82 | 16265 | 20.48 |
| 1985 | 787.5 | 99.3 | 91.2 | 763.2 | 13.7 | 0.0 | 2.00 | 14.95 | 25.3 | 10 | 47.4 | 850.0 | 10 | 11000 | 13.97 | 15200 | 19.30 |
| 1984 | 688.4 | 99.3 | 91.2 | 976.9 | 7.3 | 0.0 | 2.00 | 14.95 | 16.9 | 9 | 14.0 | 800.0 | 5 | 10200 | 14.82 | 13800 | 20.05 |
| 1983 | 500.2 | 99.1 | 86.2 | 695.2 | 3.6 | 0.0 | 2.00 | 12.00 | 0.0 | 6 | .0 | 500.0 | 0 | 6600 | 13.19 | 8700 | 17.39 |
| **HEALTH#** | | | | | | | | | | | | | | | | | |
| 1987 | 1019.4 | 99.1 | 99.1 | 1752.4 | 8.4 | 0.0 | 2.25 | 22.00 | 18.5 | 12 | .0 | 1000.0 | 0 | 11575 | 11.35 | 16200 | 15.89 |
| 1986 | 1015.6 | 99.1 | 98.8 | 1687.3 | 11.0 | 0.0 | 2.25 | 22.00 | 18.5 | 12 | .0 | 1000.0 | 0 | 11020 | 10.85 | 15425 | 15.19 |
| 1985 | 1031.0 | 99.3 | 99.4 | 1314.6 | 14.3 | 0.0 | 2.25 | 22.00 | 18.5 | 12 | .0 | 1000.0 | 0 | 11020 | 10.69 | 15425 | 14.96 |
| 1984 | 998.3 | 99.5 | 99.8 | 1400.0 | 16.8 | 0.0 | 1.95 | 18.00 | 23.1 | 12 | .0 | 1000.0 | 1 | 9110 | 9.13 | 12750 | 12.77 |
| 1983 | 863.4 | 99.5 | 99.6 | 1179.1 | 22.3 | 0.0 | 1.50 | 18.00 | 0.0 | 12 | 12.6 | 850.0 | 0 | 7920 | 9.17 | 11085 | 12.84 |
| **PREVENTION MAGAZINE#** | | | | | | | | | | | | | | | | | |
| 1987 | 2866.3 | 99.2 | 92.6 | 2994.5 | 88.0 | 90.2 | 1.50 | 13.97 | 22.4 | 12 | .0 | 2850.0 | 2 | 23810 | 8.31 | 31195 | 10.88 |
| 1986 | 2805.5 | 99.2 | 94.4 | 2931.6 | 93.6 | 89.2 | 1.50 | 13.97 | 22.4 | 12 | .0 | 2800.0 | 3 | 22460 | 8.01 | 29425 | 10.49 |
| 1985 | 2897.5 | 99.2 | 94.4 | 2750.9 | 89.8 | 82.4 | 1.50 | 13.97 | 22.4 | 12 | .0 | 2750.0 | 0 | 21030 | 7.26 | 27550 | 9.51 |
| 1984 | 2928.0 | 99.2 | 95.4 | 2962.6 | 85.9 | 69.7 | 1.50 | 12.97 | 27.9 | 12 | .0 | 2750.0 | 0 | 19470 | 6.65 | 25540 | 8.72 |
| 1983 | 2696.3 | 99.2 | 95.2 | 3180.9 | 93.5 | 73.8 | 1.50 | 12.97 | 27.9 | 12 | .0 | 2750.0 | 0 | 19470 | 7.22 | 29205 | 10.83 |
| **Home Service & Home** | | | | | | | | | | | | | | | | | |
| **AMERICANA#** | | | | | | | | | | | | | | | | | |
| 1987 | 330.3 | 99.5 | 97.7 | 336.7 | 7.5 | 0.5 | 2.95 | 11.90 | 32.8 | 6 | 20.0 | N.C. | N.A. | 8120 | 24.58 | 12190 | 36.91 |
| 1986 | 315.2 | 99.5 | 96.7 | 297.4 | 9.8 | 0.6 | 2.50 | 11.90 | 20.7 | 6 | 18.5 | N.C. | N.A. | 8120 | 25.76 | 12190 | 38.67 |
| 1985 | 399.2 | 99.5 | 95.4 | 314.0 | 11.2 | 1.5 | 1.95 | 11.90 | 1.7– | 6 | 52.4 | 400.0 | 4 | 7775 | 19.48 | 11665 | 29.22 |
| 1984 | 374.7 | 99.6 | 94.5 | 381.7 | 10.3 | 1.1 | 1.95 | 11.90 | 1.7– | 6 | 27.4 | 400.0 | 2 | 7200 | 19.22 | 10800 | 28.82 |
| 1983 | 330.9 | 99.6 | 93.2 | 328.3 | 14.0 | 1.9 | 1.95 | 11.90 | 1.7– | 6 | .0 | 330.0 | 0 | 5900 | 17.83 | 8850 | 26.75 |

* See Special Notes - Page 7
#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Home Service & Home (cont.)** | | | | | | | | | | | | | | | | | |
| **ARCHITECTURAL DIGEST** | | | | | | | | | | | | | | | | | |
| 1987 | 649.6 | 99.1 | 84.1 | 865.8 | 33.3 | 53.8 | 4.50 | 39.95 | 26.0 | 12 | .0 | 625.0 | 0 | 19360 | 29.80 | 26880 | 41.38 |
| 1986 | 607.6 | 99.1 | 83.8 | 909.2 | 31.6 | 61.0 | 4.50 | 39.95 | 26.0 | 12 | 50.1 | 600.0 | 5 | 18090 | 29.77 | 25120 | 41.34 |
| 1985 | 610.5 | 99.0 | 84.1 | 599.7 | 46.6 | 8.4 | 4.50 | 39.95 | 26.0 | 12 | 16.2 | 600.0 | 6 | 16925 | 27.72 | 23500 | 38.49 |
| 1984 | 601.0 | 99.2 | 82.2 | 601.4 | 43.8 | 2.2 | 4.50 | 39.95 | 26.0 | 12 | 50.3 | 600.0 | 5 | 15455 | 25.72 | 21465 | 35.72 |
| 1983 | 601.9 | 99.3 | 80.7 | 605.9 | 42.7 | 9.8 | 4.50 | 39.95 | 26.0 | 12 | 13.4 | 600.0 | 3 | 14310 | 23.77 | 19875 | 33.02 |
| **BETTER HOMES & GARDENS** | | | | | | | | | | | | | | | | | |
| 1987 | 8053.1 | 99.5 | 92.6 | 6552.8 | 3.4 | 0.0 | 1.50 | 14.00 | 22.2 | 12 | .0 | 8000.0 | 3 | 82025 | 10.19 | 99215 | 12.32 |
| 1986 | 8051.9 | 99.5 | 93.3 | 5673.9 | 10.7 | 0.0 | 1.50 | 14.00 | 22.2 | 12 | .0 | 8000.0 | 4 | 78870 | 9.80 | 95400 | 11.85 |
| 1985 | 8042.2 | 99.5 | 92.8 | 6052.7 | 20.1 | 0.0 | 1.50 | 12.97 | 27.9 | 12 | .0 | 8000.0 | 3 | 73540 | 9.14 | 88950 | 11.06 |
| 1984 | 8031.1 | 99.5 | 93.2 | 5760.5 | 20.9 | 0.0 | 1.50 | 12.97 | 27.9 | 12 | .0 | 8000.0 | 4 | 68565 | 8.54 | 82935 | 10.33 |
| 1983 | 8032.4 | 99.5 | 92.9 | 5837.8 | 24.9 | 0.1 | 1.50 | 12.97 | 27.9 | 12 | .0 | 8000.0 | 2 | 65300 | 8.13 | 78985 | 9.83 |
| **COLONIAL HOMES#** | | | | | | | | | | | | | | | | | |
| 1987 | 611.2 | 99.8 | 69.3 | 423.1 | 33.3 | 0.0 | 3.00 | 14.97 | 16.8 | 6 | .0 | 550.0 | 0 | 16090 | 26.33 | 22315 | 36.51 |
| 1986 | 555.9 | 99.8 | 68.6 | 255.5 | 50.2 | 0.0 | 3.00 | 14.97 | 16.8 | 6 | 6.0 | 550.0 | 1 | 15265 | 27.46 | 21170 | 38.08 |
| 1985 | 596.5 | 99.8 | 66.1 | 312.5 | 49.0 | 0.0 | 3.00 | 14.97 | 16.8 | 6 | .0 | 550.0 | 0 | 14200 | 23.81 | 19695 | 33.02 |
| 1984 | 615.8 | 99.8 | 66.4 | 314.7 | 50.4 | 0.0 | 3.00 | 13.97 | 22.4 | 6 | .0 | 550.0 | 0 | 12910 | 20.96 | 17905 | 29.08 |
| 1983 | 598.6 | 99.8 | 68.6 | 290.3 | 58.7 | 0.0 | 3.00 | 13.97 | 22.4 | 6 | .0 | 550.0 | 0 | 11900 | 19.88 | 16500 | 27.56 |
| **COUNTRY HOME*** | | | | | | | | | | | | | | | | | |
| 1987 | 861.8 | 99.7 | 69.9 | 446.5 | 37.8 | 0.0 | 2.95 | 14.97 | 15.4 | 6 | .0 | 880.0 | 0 | 20575 | 23.87 | 29400 | 34.11 |
| 1986 | 819.6 | 99.6 | 65.3 | 531.9 | 29.6 | 0.0 | 2.95 | 14.97 | 15.4 | 6 | .0 | 800.0 | 1 | 17300 | 21.11 | 24700 | 30.14 |
| 1985 | 758.3 | 99.6 | 66.0 | 216.2 | 52.5 | 0.0 | 2.95 | 15.00 | 15.3 | 6 | .0 | 750.0 | 0 | 15300 | 20.18 | 21800 | 28.75 |
| 1984 | 633.4 | 99.7 | 28.5 | 243.5 | 14.3 | 0.0 | 2.50 | 12.00 | 60.0– | 3 | .0 | 600.0 | 1 | 14250 | 22.50 | 20350 | 32.13 |
| 1983 | | | | | | | | | | | | | | | | | |
| **COUNTRY JOURNAL#** | | | | | | | | | | | | | | | | | |
| 1987 | 331.8 | 99.6 | 91.9 | 411.9 | 25.6 | 61.6 | 1.95 | 16.95 | 27.6 | 12 | .0 | N.C. | N.A. | 7380 | 22.24 | 10325 | 31.12 |
| 1986 | 335.0 | 99.6 | 93.3 | 444.3 | 23.7 | 54.9 | 1.95 | 16.95 | 27.6 | 12 | 21.4 | N.C. | 0 | 7030 | 20.99 | 9835 | 29.36 |
| 1985 | 323.6 | 99.6 | 93.4 | 330.2 | 28.3 | 4.7 | 1.95 | 16.95 | 27.6 | 12 | .0 | N.C. | 0 | 7030 | 21.72 | 7835 | 24.21 |
| 1984 | 312.9 | 99.6 | 92.8 | 319.7 | 35.1 | 2.3 | 1.95 | 16.95 | 21.0 | 11 | .0 | N.C. | 0 | 6390 | 20.42 | 8940 | 28.57 |
| 1983 | 307.6 | 99.6 | 91.7 | 363.2 | 34.2 | 0.0 | 1.75 | 15.00 | 28.6 | 12 | .0 | 300.0 | 0 | 6083 | 19.78 | 8516 | 27.69 |
| **COUNTRY LIVING#** | | | | | | | | | | | | | | | | | |
| 1987 | 1669.1 | 99.7 | 65.9 | 1087.5 | 54.9 | 0.0 | 1.95 | 15.97 | 31.8 | 12 | .0 | 1500.0 | 0 | 24640 | 14.76 | 33720 | 20.20 |
| 1986 | 1599.6 | 99.7 | 68.2 | 1118.4 | 55.5 | 0.0 | 1.95 | 15.97 | 31.8 | 12 | .0 | 1500.0 | 0 | 23250 | 14.53 | 31800 | 19.88 |
| 1985 | 1442.6 | 99.6 | 66.3 | 1047.3 | 51.8 | 0.0 | 1.95 | 15.97 | 31.8 | 12 | .0 | 1500.0 | 0 | 23250 | 16.12 | 31800 | 22.04 |
| 1984 | 1251.9 | 99.6 | 64.8 | 927.5 | 51.2 | 0.0 | 1.95 | 15.97 | 31.8 | 12 | .0 | 1100.0 | 0 | 17045 | 13.62 | 23330 | 18.64 |
| 1983 | 965.7 | 99.6 | 62.2 | 774.9 | 47.3 | 0.0 | 1.95 | 15.97 | 31.8 | 12 | .0 | 800.0 | 0 | 12395 | 12.84 | 16970 | 17.57 |



* See Special Notes - Page 7
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| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **FAMILY HANDYMAN, THE** | | | | | | | | | | | | | | | | | |
| 1987 | 1207.0 | 99.2 | 95.8 | 1228.5 | 28.3 | 16.0 | 1.95 | 11.97 | 38.6 | 10 | .0 | 1200.0 | 1 | 16550 | 13.71 | 23745 | 19.67 |
| 1986 | 1211.3 | 99.3 | 94.9 | 1186.7 | 31.0 | 20.1 | 1.95 | 11.97 | 38.6 | 10 | .0 | 1200.0 | 1 | 15760 | 13.01 | 20125 | 16.61 |
| 1985 | 1206.6 | 99.3 | 95.1 | 1247.4 | 31.2 | 40.0 | 1.75 | 11.97 | 31.6 | 10 | .0 | 1200.0 | 0 | 14360 | 11.90 | 20605 | 17.08 |
| 1984 | 1209.6 | 99.3 | 94.7 | 1151.9 | 33.2 | 23.7 | 1.75 | 9.95 | 43.1 | 10 | 68.7 | 1200.0 | 1 | 13235 | 10.94 | 18990 | 15.70 |
| 1983 | 1232.0 | 99.3 | 95.9 | 1108.8 | 30.5 | 57.8 | 1.75 | 9.95 | 43.1 | 10 | .0 | 1150.0 | 0 | 12220 | 9.92 | 17535 | 14.23 |
| **HOME MAGAZINE#** | | | | | | | | | | | | | | | | | |
| 1987 | 899.7 | 99.1 | 84.2 | 916.5 | 34.4 | 5.9 | 1.95 | 15.00 | 35.9 | 12 | .0 | 900.0 | 1 | 18890 | 21.00 | 25165 | 27.97 |
| 1986 | 801.0 | 99.1 | 83.4 | 928.3 | 84.7 | 2.2 | 1.95 | 15.00 | 35.9 | 12 | 0 | 800.0 | 1 | 15990 | 19.96 | 21305 | 26.60 |
| 1985 | 698.7 | 99.1 | 84.5 | 725.0 | 88.3 | 0.2 | 1.95 | 12.00 | 48.7 | 12 | 29.8 | 700.0 | 4 | 13025 | 18.64 | 17585 | 25.17 |
| 1984 | 578.8 | 99.1 | 85.6 | 726.4 | 81.5 | 0.0 | 1.95 | 12.00 | 48.7 | 12 | .0 | 600.0 | 1 | 10480 | 18.11 | 13955 | 24.11 |
| 1983 | 527.3 | 99.2 | 88.0 | 549.3 | 3.1 | 0.5 | 1.95 | 15.00 | 35.9 | 12 | 11.7 | 500.0 | 0 | 8210 | 15.57 | 10930 | 20.73 |
| **HOMEOWNER, THE#** | | | | | | | | | | | | | | | | | |
| 1987 | 703.3 | 99.1 | 97.0 | 1441.0 | 5.1 | 0.0 | 1.95 | 18.00 | 7.7 | 10 | .0 | 700.0 | 2 | 10240 | 14.56 | 14850 | 21.11 |
| 1986 | 689.6 | 98.9 | 96.4 | 1098.7 | 4.4 | 0.0 | 1.95 | 18.00 | 7.7 | 10 | .0 | 650.0 | 0 | 9055 | 13.13 | 13150 | 19.07 |
| 1985 | 685.3 | 99.0 | 96.5 | 1197.3 | 4.3 | 0.0 | 1.95 | 18.00 | 7.7 | 10 | .0 | 650.0 | 0 | 8385 | 12.24 | 12170 | 17.76 |
| 1984 | 639.6 | 99.1 | 95.7 | 1139.0 | 4.4 | 0.0 | 1.50 | 15.00 | 0.0 | 10 | .0 | 600.0 | 2 | 7765 | 12.14 | 11270 | 17.62 |
| 1983 | 555.5 | 99.2 | 92.7 | 582.0 | 1.3 | 0.0 | 1.50 | 15.00 | 42.9– | 7 | .0 | 600.0 | N.A. | 7765 | 13.98 | 11270 | 20.29 |
| **HOUSE BEAUTIFUL** | | | | | | | | | | | | | | | | | |
| 1987 | 834.0 | 99.4 | 72.3 | 630.7 | 40.3 | 0.0 | 1.95 | 15.97 | 31.8 | 12 | .0 | 800.0 | 0 | 20275 | 24.31 | 34230 | 41.04 |
| 1986 | 833.0 | 99.4 | 71.6 | 604.1 | 43.4 | 0.0 | 1.95 | 15.97 | 31.8 | 12 | .0 | 800.0 | 0 | 19235 | 23.09 | 28240 | 33.90 |
| 1985 | 839.7 | 99.3 | 70.0 | 547.2 | 38.8 | 0.0 | 1.95 | 15.97 | 31.8 | 12 | .0 | 800.0 | 0 | 17810 | 21.21 | 26150 | 31.14 |
| 1984 | 869.3 | 99.3 | 68.8 | 559.9 | 44.6 | 0.0 | 1.95 | 15.97 | 31.8 | 12 | .0 | 800.0 | 0 | 16340 | 18.80 | 23880 | 27.47 |
| 1983 | 857.3 | 99.3 | 69.0 | 632.1 | 33.5 | 0.0 | 1.95 | 13.97 | 40.3 | 12 | .0 | 800.0 | 0 | 14880 | 17.36 | 21750 | 25.37 |
| **HOUSE & GARDEN** | | | | | | | | | | | | | | | | | |
| 1987 | 597.9 | 99.4 | 85.1 | 594.8 | 28.6 | 0.1 | 4.00 | 24.00 | 50.0 | 12 | .0 | 500.0 | 0 | 17150 | 28.68 | 23500 | 39.30 |
| 1986 | 544.0 | 99.4 | 83.8 | 571.3 | 32.6 | 0.1 | 4.00 | 24.00 | 50.0 | 12 | .0 | 500.0 | 0 | 16020 | 29.45 | 21960 | 40.37 |
| 1985 | 616.4 | 99.4 | 85.3 | 457.7 | 43.5 | 1.8 | 4.00 | 24.00 | 50.0 | 12 | .0 | 500.0 | 0 | 14560 | 23.62 | 19960 | 32.38 |
| 1984 | 563.5 | 99.4 | 84.1 | 812.7 | 20.7 | 1.5 | 4.00 | 24.00 | 50.0 | 12 | 70.6 | 500.0 | 2 | 13300 | 23.60 | 18230 | 32.35 |
| 1983 | 660.8 | 99.4 | 87.1 | 446.3 | 13.1 | 0.0 | 4.00 | 36.00 | 25.0 | 12 | .0 | 550.0 | 1 | 13300 | 20.13 | 18230 | 27.59 |
| **METROPOLITAN HOME** | | | | | | | | | | | | | | | | | |
| 1987 | 716.3 | 99.2 | 88.5 | 592.2 | 4.3 | 0.1 | 2.50 | 18.00 | 40.0 | 12 | .0 | 700.0 | 0 | 19665 | 27.45 | 27825 | 38.85 |
| 1986 | 724.9 | 99.2 | 90.8 | 621.1 | 10.5 | 0.1 | 2.50 | 18.00 | 40.0 | 12 | .0 | 700.0 | 0 | 19665 | 27.13 | 27825 | 38.38 |
| 1985 | 718.1 | 99.9 | 90.6 | 496.7 | 14.0 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | .0 | 700.0 | 0 | 12620 | 17.57 | 17850 | 24.86 |
| 1984 | 723.0 | 99.3 | 89.7 | 636.1 | 12.8 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | .0 | 700.0 | 0 | 11685 | 16.16 | 16530 | 22.86 |
| 1983 | 725.6 | 99.4 | 90.1 | 502.0 | 11.7 | 0.0 | 1.75 | 15.00 | 28.6 | 12 | .0 | 700.0 | 0 | 10770 | 14.84 | 15450 | 21.29 |

#See Special Notes - Page 8

## Home Service & Home (cont.)

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **1,001 HOME IDEAS#** | | | | | | | | | | | | | | | | | |
| 1987 | 1517.0 | 99.2 | 97.0 | 2237.3 | 15.4 | 0.0 | 1.95 | 22.00 | 6.0 | 12 | .0 | 1500.0 | 1 | 21630 | 14.26 | 26095 | 17.20 |
| 1986 | 1533.9 | 99.2 | 97.1 | 1783.6 | 16.2 | 0.0 | 1.95 | 22.00 | 6.0 | 12 | .0 | 1500.0 | 0 | 20600 | 13.43 | 24850 | 16.20 |
| 1985 | 1537.0 | 99.3 | 97.6 | 1668.7 | 17.0 | 0.0 | 2.25 | 22.00 | 18.5 | 12 | .0 | 1500.0 | 0 | 19430 | 12.64 | 23435 | 15.25 |
| 1984 | 1520.8 | 99.4 | 97.9 | 1571.7 | 22.3 | 0.0 | 1.95 | 18.00 | 23.1 | 12 | .0 | 1500.0 | 0 | 18160 | 11.94 | 21900 | 14.40 |
| 1983 | 1343.7 | 99.4 | 97.3 | 2024.3 | 18.8 | 0.0 | 1.95 | 18.00 | 23.1 | 12 | .0 | 1425.0 | 0 | 16970 | 12.63 | 20475 | 15.24 |
| **PRACTICAL HOMEOWNER** | | | | | | | | | | | | | | | | | |
| 1987 | 713.8 | 99.3 | 96.7 | 741.7 | 30.3 | 89.4 | 2.00 | 12.97 | 27.9 | 9 | .0 | 700.0 | 1 | 10450 | 14.64 | 14735 | 20.64 |
| 1986 | 707.7 | 99.3 | 95.8 | 774.6 | 63.5 | 84.3 | 2.00 | 11.00 | 38.9 | 9 | 11.5 | 700.0 | 1 | 10050 | 14.20 | 14065 | 19.87 |
| 1985 | 729.2 | 99.3 | 96.2 | 824.7 | 55.2 | 78.2 | 2.00 | 11.00 | 38.9 | 9 | .0 | 700.0 | 0 | 10050 | 13.78 | 14065 | 19.29 |
| 1984 | 710.7 | 99.4 | 96.7 | 842.4 | 32.6 | 75.6 | 1.50 | 11.00 | 18.5 | 9 | .0 | 675.0 | 0 | 8460 | 11.90 | 11840 | 16.66 |
| 1983 | 664.4 | 99.4 | 97.1 | 777.9 | 98.3 | 70.5 | 1.50 | 11.00 | 18.5 | 9 | 56.1 | 650.0 | 0 | 7690 | 11.57 | 10765 | 16.20 |
| **SOUTHERN ACCENTS** | | | | | | | | | | | | | | | | | |
| 1987 | 250.4 | 100.0 | 80.4 | 236.9 | 91.0 | 0.0 | 4.00 | 18.00 | 25.0 | 6 | .0 | 250.0 | 0 | 6420 | 25.64 | 8750 | 34.94 |
| 1986 | 250.6 | 100.0 | 79.3 | 208.6 | 58.3 | 0.0 | 4.00 | 18.00 | 25.0 | 6 | .0 | 225.0 | 0 | 5500 | 21.95 | 7500 | 29.93 |
| 1985 | 206.6 | 100.0 | 75.1 | 223.0 | 72.7 | 1.1 | 4.00 | 18.00 | 25.0 | 6 | .0 | 200.0 | 1 | 4820 | 23.33 | 6590 | 31.90 |
| 1984 | 177.7 | 99.9 | 74.0 | 110.5 | 84.0 | 0.0 | 3.95 | 18.00 | 24.1 | 6 | .0 | 200.0 | 6 | 4520 | 25.44 | 6195 | 34.86 |
| 1983 | 174.1 | 99.9 | 77.2 | 104.3 | 79.9 | 0.0 | 3.95 | 13.00 | 17.7 | 4 | .0 | 190.0 | 2 | 3795 | 21.80 | 5495 | 31.56 |
| **SOUTHERN LIVING** | | | | | | | | | | | | | | | | | |
| 1987 | 2291.4 | 99.9 | 91.8 | 1855.8 | 59.2 | 0.1 | 2.50 | 19.95 | 33.5 | 12 | .0 | 2250.0 | 0 | 32400 | 14.14 | 45680 | 19.94 |
| 1986 | 2268.2 | 99.9 | 93.0 | 1886.2 | 62.7 | 0.0 | 2.50 | 19.95 | 33.5 | 12 | .0 | 2150.0 | 0 | 29960 | 13.21 | 42250 | 18.63 |
| 1985 | 2308.1 | 99.9 | 93.2 | 1982.8 | 62.8 | 0.0 | 2.50 | 19.95 | 33.5 | 12 | .0 | 2125.0 | 0 | 28230 | 12.23 | 39800 | 17.24 |
| 1984 | 2255.5 | 99.9 | 93.5 | 1906.8 | 66.1 | 0.0 | 2.25 | 17.95 | 33.5 | 12 | .0 | 2100.0 | 0 | 25780 | 11.43 | 36300 | 16.09 |
| 1983 | 2204.7 | 100.0 | 94.3 | 1911.4 | 63.3 | 0.0 | 1.75 | 17.95 | 14.5 | 12 | .0 | 2050.0 | 0 | 23980 | 10.88 | 33800 | 15.33 |
| **SUNSET, THE MAGAZINE OF WESTERN LIVING** | | | | | | | | | | | | | | | | | |
| 1987 | 1437.9 | 98.2 | 93.7 | 865.2 | 47.9 | 0.0 | 1.95 | 14.00 | 40.2 | 12 | .0 | 1275.0 | 0 | 21696 | 15.09 | 30198 | 21.00 |
| 1986 | 1441.0 | 98.1 | 93.1 | 843.1 | 45.3 | 0.0 | 1.50 | 14.00 | 22.2 | 12 | .0 | 1275.0 | 0 | 20683 | 14.35 | 28787 | 19.98 |
| 1985 | 1398.6 | 98.0 | 93.2 | 897.7 | 45.1 | 0.0 | 1.50 | 14.00 | 22.2 | 12 | .0 | 1250.0 | 0 | 19421 | 13.89 | 27030 | 19.33 |
| 1984 | 1391.9 | 98.0 | 93.6 | 836.6 | 46.6 | 0.0 | 1.50 | 14.00 | 22.2 | 12 | .0 | 1250.0 | 0 | 18150 | 13.04 | 25262 | 18.15 |
| 1983 | 1417.1 | 98.0 | 93.4 | 794.0 | 52.2 | 0.0 | 1.50 | 12.00 | 33.3 | 12 | .0 | 1250.0 | 0 | 16963 | 11.97 | 23609 | 16.66 |
| **WORKBENCH#** | | | | | | | | | | | | | | | | | |
| 1987 | 904.4 | 99.5 | 96.0 | 743.6 | 23.8 | 0.0 | 2.00 | 6.00 | 50.0 | 6 | .0 | 850.0 | 0 | 10100 | 11.17 | 14140 | 15.63 |
| 1986 | 885.9 | 99.5 | 95.9 | 619.2 | 36.5 | 0.0 | 1.50 | 6.00 | 33.3 | 6 | .0 | 850.0 | 0 | 9000 | 10.16 | 12550 | 14.17 |
| 1985 | 883.8 | 99.5 | 95.8 | 675.0 | 38.7 | 0.0 | 1.50 | 6.00 | 33.3 | 6 | .0 | 830.0 | 0 | 7390 | 8.36 | 10370 | 11.73 |
| 1984 | 883.1 | 99.5 | 95.6 | 663.3 | 41.5 | 0.0 | 1.50 | 6.00 | 33.3 | 6 | .0 | 830.0 | 0 | 7390 | 8.37 | 10370 | 11.74 |
| 1983 | 843.9 | 99.5 | 95.6 | 622.1 | 41.9 | 0.0 | 1.50 | 6.00 | 33.3 | 6 | .0 | 775.0 | 0 | 6425 | 7.61 | 9020 | 10.69 |



#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Mechanics & Science (cont.)** | | | | | | | | | | | | | | | | | |
| **HOME MECHANIX#** | | | | | | | | | | | | | | | | | |
| 1987 | 1206.1 | 99.0 | 93.2 | 1215.4 | 13.1 | 0.8 | 1.75 | 11.94 | 43.1 | 12 | .0 | 1200.0 | 3 | 19465 | 16.14 | 27605 | 22.89 |
| 1986 | 1204.8 | 99.1 | 92.2 | 875.6 | 16.3 | 0.4 | 1.75 | 11.94 | 43.1 | 12 | .0 | 1200.0 | 1 | 18540 | 15.39 | 26290 | 21.82 |
| 1985 | 1411.9 | 99.1 | 91.9 | 1087.5 | 11.5 | 0.2 | 1.75 | 11.94 | 43.1 | 12 | .0 | 1200.0 | 1 | 17490 | 12.39 | 24800 | 17.56 |
| 1984 | 1591.7 | 99.1 | 90.6 | 1387.5 | 12.8 | 0.2 | 1.50 | 11.94 | 33.7 | 12 | 29.0 | 1600.0 | 7 | 20240 | 12.72 | 28700 | 18.03 |
| 1983 | 1616.8 | 99.2 | 88.9 | 1344.9 | 10.2 | 0.0 | 1.50 | 11.94 | 33.7 | 12 | .0 | 1600.0 | 2 | 19060 | 11.79 | 27020 | 16.71 |
| **POPULAR MECHANICS** | | | | | | | | | | | | | | | | | |
| 1987 | 1628.2 | 99.1 | 84.1 | 1181.8 | 29.9 | 0.2 | 1.95 | 13.97 | 40.3 | 12 | .0 | 1600.0 | 0 | 28140 | 17.28 | 39945 | 24.53 |
| 1986 | 1639.1 | 99.2 | 82.5 | 1066.2 | 34.7 | 0.3 | 1.50 | 13.97 | 22.4 | 12 | .0 | 1600.0 | 0 | 26800 | 16.35 | 38045 | 23.21 |
| 1985 | 1662.6 | 99.1 | 81.7 | 1041.4 | 42.5 | 0.7 | 1.50 | 13.97 | 22.4 | 12 | .0 | 1600.0 | 0 | 25045 | 15.06 | 35555 | 21.39 |
| 1984 | 1652.2 | 99.2 | 81.4 | 1208.9 | 36.7 | 0.8 | 1.50 | 11.97 | 33.5 | 12 | .0 | 1600.0 | 0 | 22870 | 13.84 | 32470 | 19.65 |
| 1983 | 1624.4 | 99.2 | 80.2 | 1123.8 | 43.6 | 0.9 | 1.50 | 11.97 | 33.5 | 12 | 2.5 | 1600.0 | 1 | 20863 | 12.84 | 29625 | 18.24 |
| **POPULAR SCIENCE** | | | | | | | | | | | | | | | | | |
| 1987 | 1850.7 | 98.9 | 88.1 | 1365.4 | 10.4 | 1.9 | 1.75 | 13.94 | 33.6 | 12 | .0 | 1800.0 | 0 | 25245 | 13.64 | 35800 | 19.34 |
| 1986 | 1846.0 | 98.9 | 88.0 | 1461.6 | 13.9 | 1.2 | 1.75 | 13.94 | 33.6 | 12 | .0 | 1800.0 | 0 | 24040 | 13.02 | 34095 | 18.47 |
| 1985 | 1810.4 | 98.9 | 88.5 | 1325.2 | 16.0 | 0.5 | 1.75 | 13.94 | 33.6 | 12 | 8.7 | 1800.0 | 0 | 24040 | 13.28 | 34095 | 18.83 |
| 1984 | 1803.4 | 99.0 | 87.3 | 1216.1 | 16.6 | 0.1 | 1.75 | 13.94 | 33.6 | 12 | 45.8 | 1800.0 | 2 | 22055 | 12.23 | 31280 | 17.35 |
| 1983 | 1841.0 | 99.0 | 86.0 | 1229.0 | 10.4 | 0.3 | 1.75 | 13.94 | 33.6 | 12 | 0 | 1800.0 | 0 | 20610 | 11.20 | 29235 | 15.88 |
| **Men's** | | | | | | | | | | | | | | | | | |
| **ESQUIRE#** | | | | | | | | | | | | | | | | | |
| 1987 | 703.9 | 99.2 | 82.4 | 602.6 | 19.9 | 38.5 | 2.50 | 17.94 | 40.2 | 12 | 34.2 | 700.0 | 4 | 18190 | 25.84 | 27200 | 38.64 |
| 1986 | 697.3 | 99.2 | 80.0 | 555.8 | 24.2 | 21.4 | 2.50 | 17.94 | 40.2 | 12 | 36.8 | 700.0 | 5 | 17485 | 25.08 | 26150 | 37.50 |
| 1985 | 705.6 | 99.2 | 80.7 | 573.6 | 18.2 | 9.3 | 2.50 | 17.94 | 40.2 | 12 | .0 | 700.0 | 5 | 17485 | 24.78 | 26150 | 37.06 |
| 1984 | 719.7 | 99.3 | 82.0 | 499.0 | 12.5 | 5.5 | 2.50 | 17.94 | 40.2 | 12 | .0 | 700.0 | 4 | 15250 | 21.19 | 22825 | 31.71 |
| 1983 | 747.5 | 99.3 | 83.3 | 640.0 | 11.5 | 2.6 | 2.50 | 17.94 | 40.2 | 12 | .0 | 700.0 | 0 | 13900 | 18.60 | 20800 | 27.83 |
| **GQ-GENTLEMEN'S QUARTERLY#** | | | | | | | | | | | | | | | | | |
| 1987 | 677.0 | 99.3 | 43.2 | 371.8 | 86.0 | 0.0 | 3.00 | 20.00 | 44.4 | 12 | .0 | 525.0 | 0 | 13780 | 20.35 | 20700 | 30.58 |
| 1986 | 638.8 | 99.3 | 42.8 | 338.6 | 87.3 | 0.0 | 3.00 | 18.00 | 50.0 | 12 | .0 | 500.0 | 0 | 12260 | 19.19 | 18425 | 28.84 |
| 1985 | 645.3 | 99.3 | 41.3 | 332.5 | 86.9 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | .0 | 500.0 | 0 | 11150 | 17.28 | 16750 | 25.96 |
| 1984 | 624.7 | 99.2 | 38.5 | 334.9 | 88.8 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | .0 | 500.0 | 0 | 10330 | 16.54 | 15520 | 24.84 |
| 1983 | 565.7 | 99.3 | 38.0 | 295.1 | 89.2 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | .0 | 450.0 | 0 | 8480 | 14.99 | 12700 | 22.45 |
| **M, THE CIVILIZED MAN*#** | | | | | | | | | | | | | | | | | |
| 1987 | 137.6 | 99.2 | 60.4 | 135.2 | 27.5 | 0.0 | 3.00 | 18.00 | 50.0 | 12 | .0 | 130.0 | 1 | 6460 | 46.95 | 9930 | 72.17 |
| 1986 | 134.6 | 99.3 | 56.3 | 116.8 | 15.1 | 0.1 | 3.00 | 24.00 | 33.3 | 12 | 5.5 | 130.0 | 2 | 6210 | 46.14 | 9550 | 70.95 |
| 1985 | 133.9 | 99.2 | 61.0 | 103.5 | 8.9 | 0.0 | 3.00 | 24.00 | 33.3 | 12 | .0 | 100.0 | 0 | 5860 | 43.76 | 9010 | 67.29 |
| 1984 | 100.5 | 99.3 | 62.4 | 107.0 | 3.1 | 0.8 | 3.00 | 24.00 | 33.3 | 12 | .0 | N.C. | N.A. | 4945 | 49.20 | 7605 | 75.67 |
| 1983 | | | | | | | | | | | | | | | | | |

* See Special Notes - Page 7
#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Men's (cont.)** | | | | | | | | | | | | | | | | | |
| **NATIONAL LAMPOON#** | | | | | | | | | | | | | | | | | |
| 1987 | 238.6 | 98.7 | 32.1 | 37.1 | 0.0 | 0.0 | 3.95 | 15.95 | 32.7 | 6 | 14.9 | 250.0 | 1 | 5450 | 22.84 | 7900 | 33.11 |
| 1986 | 270.0 | 98.6 | 36.4 | 32.6 | 0.6 | 0.1 | 3.95 | 15.95 | 63.3 | 11 | 23.3 | 300.0 | 10 | 5700 | 21.11 | 8100 | 30.00 |
| 1985 | 392.0 | 98.7 | 49.3 | 156.6 | 0.4 | 1.6 | 2.00 | 11.95 | 50.2 | 12 | 63.0 | 450.0 | 11 | 7600 | 19.39 | 11200 | 28.57 |
| 1984 | 462.6 | 98.8 | 50.3 | 187.8 | 0.5 | 0.0 | 2.00 | 11.95 | 50.2 | 12 | 47.1 | 450.0 | 3 | 7100 | 15.35 | 10500 | 22.70 |
| 1983 | 452.0 | 98.7 | 38.6 | 173.3 | 1.5 | 1.0 | 2.00 | 11.95 | 50.2 | 12 | 29.0 | 450.0 | 0 | 6450 | 14.27 | 9500 | 21.02 |
| **PENTHOUSE#** | | | | | | | | | | | | | | | | | |
| 1987 | 2250.8 | 98.8 | 10.5 | 203.4 | 78.5 | 6.3 | 4.00 | 36.00 | 25.0 | 12 | .0 | 2250.0 | 9 | 28900 | 12.84 | 32400 | 14.39 |
| 1986 | 2540.2 | 99.0 | 9.9 | 174.6 | 82.3 | 5.7 | 4.00 | 36.00 | 25.0 | 12 | .0 | 3000.0 | 12 | 36695 | 14.45 | 41140 | 16.20 |
| 1985 | 3105.9 | 99.0 | 7.7 | 223.1 | 84.1 | 1.4 | 3.50 | 36.00 | 14.3 | 12 | .0 | 3400.0 | 11 | 33360 | 10.74 | 37400 | 12.04 |
| 1984 | 3485.7 | 99.1 | 5.7 | 223.0 | 93.7 | 2.5 | 3.00 | 30.00 | 16.7 | 12 | .0 | 3400.0 | 8 | 22930 | 6.58 | 34000 | 9.75 |
| 1983 | 3477.0 | 98.9 | 5.6 | 173.8 | 92.4 | 1.1 | 3.00 | 30.00 | 16.7 | 12 | .0 | 3400.0 | 3 | 22930 | 6.59 | 34000 | 9.78 |
| **PLAYBOY#** | | | | | | | | | | | | | | | | | |
| 1987 | 3702.5 | 99.0 | 64.1 | 3013.0 | 29.7 | 1.3 | 3.50 | 24.00 | 42.9 | 12 | 49.6 | 3400.0 | 3 | 38955 | 10.52 | 54550 | 14.73 |
| 1986 | 3689.3 | 99.0 | 69.7 | 2724.7 | 25.4 | 0.0 | 3.50 | 24.00 | 42.9 | 12 | 93.6 | 3400.0 | 10 | 37100 | 10.06 | 51955 | 14.08 |
| 1985 | 4131.3 | 99.0 | 60.6 | 3081.3 | 26.8 | 0.0 | 4.00 | 22.00 | 54.2 | 12 | .0 | 4100.0 | 5 | 44740 | 10.83 | 62650 | 15.16 |
| 1984 | 4209.8 | 99.1 | 56.2 | 2769.6 | 31.1 | 0.3 | 3.00 | 22.00 | 38.9 | 12 | 9.0 | 4100.0 | 5 | 41085 | 9.76 | 47845 | 11.37 |
| 1983 | 4229.8 | 99.0 | 55.0 | 2275.1 | 41.8 | 0.0 | 3.00 | 22.00 | 38.9 | 12 | 195.7 | 4100.0 | 5 | 38395 | 9.08 | 53765 | 12.71 |
| **Metropolitan/Regional/State** | | | | | | | | | | | | | | | | | |
| **BOSTON MAGAZINE#** | | | | | | | | | | | | | | | | | |
| 1987 | 128.2 | 99.9 | 77.6 | 90.6 | 38.9 | 0.7 | 1.95 | 15.00 | 35.9 | 12 | .2 | 121.0 | 0 | 4770 | 37.21 | 6820 | 53.20 |
| 1986 | 129.1 | 99.9 | 78.6 | 103.3 | 36.7 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | .0 | 118.0 | 0 | 4335 | 33.58 | 6200 | 48.02 |
| 1985 | 131.5 | 99.9 | 79.9 | 113.3 | 29.8 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | .0 | 115.0 | 0 | 3770 | 28.67 | 5390 | 40.99 |
| 1984 | 119.3 | 99.9 | 80.6 | 115.6 | 26.4 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | .0 | 110.0 | 1 | 3335 | 27.95 | 4770 | 39.98 |
| 1983 | 112.7 | 99.9 | 83.2 | 110.3 | 27.4 | 0.0 | 1.75 | 15.00 | 28.6 | 12 | 3.1 | 110.0 | 1 | 3090 | 27.42 | 4415 | 39.17 |
| **CALIFORNIA MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1987 | 358.9 | 99.4 | 95.9 | 413.5 | 4.2 | 0.0 | 2.00 | 12.00 | 50.0 | 12 | 4.1 | 350.0 | 0 | 10830 | 30.18 | 16335 | 45.51 |
| 1986 | 342.2 | 99.4 | 95.0 | 439.2 | 8.4 | 0.0 | 2.00 | 12.00 | 50.0 | 12 | 2.3 | 350.0 | 0 | 10830 | 31.65 | 16335 | 47.74 |
| 1985 | 300.0 | 99.4 | 94.2 | 319.8 | 12.1 | 0.0 | 2.00 | 12.00 | 50.0 | 12 | 2.4 | 300.0 | 0 | 8950 | 29.83 | 13500 | 45.00 |
| 1984 | 273.5 | 99.4 | 92.9 | 332.0 | 14.0 | 0.0 | 2.00 | 12.00 | 50.0 | 12 | 5.0 | 285.0 | 3 | 8235 | 30.11 | 12345 | 45.14 |
| 1983 | 250.4 | 99.5 | 89.4 | 210.4 | 8.8 | 0.0 | 2.00 | 12.00 | 50.0 | 12 | 7.0 | 250.0 | 3 | 6520 | 26.04 | 10105 | 40.36 |
| **LOS ANGELES MAGAZINE#** | | | | | | | | | | | | | | | | | |
| 1987 | 171.8 | 99.7 | 74.0 | 104.7 | 34.5 | 0.0 | 2.50 | 19.00 | 36.7 | 12 | 4.0 | 170.0 | 5 | 5875 | 34.20 | 8750 | 50.93 |
| 1986 | 171.8 | 99.7 | 74.6 | 128.4 | 37.3 | 0.0 | 2.25 | 19.00 | 29.6 | 12 | 2.9 | 170.0 | 3 | 5430 | 31.61 | 8085 | 47.06 |
| 1985 | 166.6 | 99.7 | 67.6 | 123.0 | 38.3 | 0.6 | 2.25 | 19.00 | 29.6 | 12 | 13.5 | 165.0 | 5 | 4935 | 29.62 | 7350 | 44.12 |
| 1984 | 165.0 | 99.8 | 62.4 | 99.3 | 47.3 | 9.3 | 2.25 | 19.00 | 29.6 | 12 | 14.5 | 165.0 | 2 | 4485 | 27.18 | 6690 | 40.55 |
| 1983 | 162.4 | 99.7 | 59.2 | 91.4 | 46.6 | 6.5 | 2.25 | 19.00 | 29.6 | 12 | 15.8 | 162.0 | 3 | 4075 | 25.09 | 6085 | 37.47 |



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| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Metropolitan/Regional/State (cont.)** | | | | | | | | | | | | | | | | | |
| **NEW ENGLAND MONTHLY** | | | | | | | | | | | | | | | | | |
| 1987 | 101.6 | 99.9 | 87.0 | 105.8 | 83.9 | 0.0 | 1.95 | 12.00 | 48.7 | 12 | 1.9 | 100.0 | 1 | 3320 | 32.68 | 4995 | 49.16 |
| 1986 | 93.2 | 99.9 | 87.6 | 85.7 | 79.7 | 0.1 | 1.95 | 12.00 | 48.7 | 12 | 2.6 | 95.0 | 2 | 2910 | 31.22 | 4365 | 46.83 |
| 1985 | 80.2 | 99.9 | 87.0 | 97.6 | 21.2 | 0.0 | 1.75 | 12.00 | 42.9 | 12 | 1.8 | 85.0 | 1 | 2590 | 32.29 | 3885 | 48.44 |
| 1984 | | | | | | | | | | | | | | | | | |
| 1983 | | | | | | | | | | | | | | | | | |
| **SAN FRANCISCO FOCUS#** | | | | | | | | | | | | | | | | | |
| 1987 | 202.7 | 100.0 | 97.3 | 255.5 | 100.0 | 0.0 | 2.50 | 5.00 | 83.3 | 12 | 9.9 | 200.0 | 3 | 4455 | 21.98 | 6035 | 29.77 |
| 1986 | 194.0 | 100.0 | 96.8 | 295.9 | 100.0 | 0.0 | 1.95 | 5.00 | 78.6 | 12 | 22.1 | 185.0 | 0 | 4085 | 21.06 | 5535 | 28.53 |
| 1985 | 172.4 | 100.0 | 97.1 | 225.4 | 100.0 | 0.0 | 1.95 | 5.00 | 78.6 | 12 | 15.5 | 160.0 | 1 | 3550 | 20.59 | 4815 | 27.93 |
| 1984 | 164.5 | 100.0 | 99.0 | 160.2 | 100.0 | 0.0 | 1.50 | 5.00 | 72.2 | 12 | 12.5 | 160.0 | 4 | 3225 | 19.60 | 4375 | 26.60 |
| 1983 | 157.8 | 100.0 | 99.3 | 148.8 | 100.0 | 0.0 | 1.50 | 3.75 | 79.2 | 12 | 7.8 | 148.0 | 0 | 3015 | 19.11 | 4090 | 25.92 |
| **TEXAS MONTHLY** | | | | | | | | | | | | | | | | | |
| 1987 | 310.6 | 99.9 | 85.0 | 228.0 | 26.6 | 0.1 | 1.95 | 18.00 | 23.1 | 12 | .0 | 295.0 | 1 | 9325 | 30.02 | 14300 | 46.04 |
| 1986 | 286.3 | 99.9 | 84.1 | 251.3 | 27.9 | 0.0 | 2.00 | 18.00 | 25.0 | 12 | 11.1 | 280.0 | 5 | 8490 | 29.65 | 13020 | 45.48 |
| 1985 | 285.1 | 99.9 | 83.8 | 226.4 | 31.5 | 0.9 | 2.00 | 18.00 | 25.0 | 12 | 1.5 | 280.0 | 3 | 8050 | 28.24 | 12340 | 43.28 |
| 1984 | 288.9 | 99.9 | 83.0 | 250.7 | 28.7 | 0.3 | 2.00 | 18.00 | 25.0 | 12 | .0 | 280.0 | 0 | 7455 | 25.80 | 11425 | 39.55 |
| 1983 | 286.0 | 99.9 | 83.7 | 230.2 | 34.2 | 0.0 | 2.00 | 18.00 | 25.0 | 12 | 1.1 | 280.0 | 1 | 6905 | 24.14 | 10580 | 36.99 |
| **Motorcycle** | | | | | | | | | | | | | | | | | |
| **CYCLE WORLD#** | | | | | | | | | | | | | | | | | |
| 1987 | 285.3 | 99.2 | 71.4 | 173.1 | 17.0 | 0.4 | 1.75 | 13.94 | 33.6 | 12 | 24.1 | 285.0 | 12 | 10290 | 36.07 | 15440 | 54.12 |
| 1986 | 313.6 | 99.3 | 72.3 | 169.1 | 18.8 | 7.5 | 1.75 | 13.94 | 33.6 | 12 | 44.8 | 325.0 | 8 | 10290 | 32.81 | 15440 | 49.23 |
| 1985 | 337.0 | 99.3 | 73.6 | 208.0 | 13.7 | 17.1 | 1.75 | 13.94 | 33.6 | 12 | 41.6 | 325.0 | 6 | 9710 | 28.81 | 14565 | 43.22 |
| 1984 | 356.9 | 99.3 | 72.1 | 249.3 | 12.0 | 6.9 | 1.50 | 13.94 | 22.6 | 12 | 35.8 | 350.0 | 9 | 9710 | 27.21 | 14565 | 40.81 |
| 1983 | 375.6 | 99.4 | 71.8 | 249.8 | 14.4 | 0.1 | 1.50 | 13.94 | 22.6 | 12 | 52.3 | 375.0 | 2 | 9710 | 25.85 | 14565 | 38.78 |
| **Music** | | | | | | | | | | | | | | | | | |
| **HIGH FIDELITY#** | | | | | | | | | | | | | | | | | |
| 1987 | 290.7 | 99.2 | 92.8 | 165.2 | 68.0 | 0.0 | 2.50 | 13.95 | 53.5 | 12 | .0 | 300.0 | 9 | 12930 | 44.48 | 18480 | 63.57 |
| 1986 | 375.3 | 99.5 | 93.3 | 160.1 | 47.1 | 0.2 | 2.50 | 13.95 | 53.5 | 12 | 12.2 | 350.0 | 2 | 12930 | 34.45 | 18480 | 49.24 |
| 1985 | 410.2 | 99.5 | 92.3 | 263.7 | 54.9 | 0.4 | 1.95 | 13.95 | 40.4 | 12 | 43.3 | 400.0 | 1 | 12930 | 31.52 | 18480 | 45.05 |
| 1984 | 396.3 | 99.5 | 91.6 | 218.4 | 48.6 | 0.5 | 1.95 | 13.95 | 40.4 | 12 | 18.8 | 400.0 | 2 | 14955 | 37.74 | 21375 | 53.94 |
| 1983 | 384.0 | 99.5 | 90.5 | 250.8 | 67.8 | 0.0 | 1.75 | 13.95 | 33.6 | 12 | 72.6 | 375.0 | 1 | 13975 | 36.39 | 19975 | 52.02 |
| **ROLLING STONE#** | | | | | | | | | | | | | | | | | |
| 1987 | 1123.8 | 99.2 | 74.2 | 1049.0 | 10.1 | 9.0 | 1.95 | 23.95 | 48.8 | 24 | .0 | 1250.0 | 0 | 22825 | 20.31 | 33405 | 29.73 |
| 1986 | 1068.5 | 99.2 | 74.1 | 879.9 | 11.6 | 1.9 | 1.95 | 23.95 | 48.8 | 24 | .0 | 1250.0 | 0 | 20980 | 19.64 | 30705 | 28.74 |
| 1985 | 990.9 | 99.2 | 71.0 | 880.4 | 9.0 | 6.4 | 1.95 | 19.95 | 57.4 | 24 | .0 | 1000.0 | 0 | 19425 | 19.60 | 28430 | 28.69 |
| 1984 | 825.7 | 99.1 | 67.8 | 914.1 | 51.4 | 3.8 | 1.50 | 19.95 | 44.6 | 24 | .0 | 775.0 | 0 | 14690 | 17.79 | 21500 | 26.04 |
| 1983 | 776.8 | 99.1 | 66.6 | 669.9 | 73.1 | 0.4 | 1.50 | 15.95 | 55.7 | 24 | 6.1 | 775.0 | 3 | 13515 | 17.40 | 20150 | 25.94 |

#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **News-Weeklies** | | | | | | | | | | | | | | | | | |
| **JET** | | | | | | | | | | | | | | | | | |
| 1987 | 833.6 | 99.6 | 81.4 | 1042.7 | 59.5 | 0.0 | 1.25 | 36.00 | 43.5 | 51 | 69.5 | 850.0 | 23 | 10875 | 13.05 | 15190 | 18.22 |
| 1986 | 810.9 | 99.6 | 82.1 | 902.0 | 58.2 | 0.0 | 1.25 | 36.00 | 44.6 | 52 | 249.7 | 800.0 | 16 | 9905 | 12.21 | 13810 | 17.03 |
| 1985 | 817.2 | 99.6 | 80.4 | 908.4 | 56.8 | 0.0 | 1.25 | 36.00 | 43.5 | 51 | 273.4 | 800.0 | 15 | 9905 | 12.12 | 13810 | 16.90 |
| 1984 | 851.6 | 99.6 | 78.0 | 941.5 | 59.1 | 0.0 | 1.25 | 36.00 | 44.6 | 52 | 210.2 | 800.0 | 11 | 8254 | 9.69 | 11508 | 13.51 |
| 1983 | 853.6 | 99.6 | 77.2 | 979.0 | 58.6 | 0.0 | 1.25 | 36.00 | 45.7 | 53 | 228.2 | 700.0 | 1 | 8254 | 9.67 | 11508 | 13.48 |
| **NEWSWEEK** | | | | | | | | | | | | | | | | | |
| 1987 | 3189.6 | 98.9 | 94.3 | 3512.7 | 9.4 | 26.0 | 2.00 | 41.00 | 60.6 | 52 | 23.5 | 3050.0 | 0 | 54095 | 16.96 | 86500 | 27.12 |
| 1986 | 3077.5 | 98.9 | 93.9 | 3518.4 | 31.7 | 32.9 | 2.00 | 41.00 | 60.6 | 52 | 194.7 | 3050.0 | 18 | 54095 | 17.58 | 84390 | 27.42 |
| 1985 | 3058.2 | 98.9 | 94.5 | 3474.6 | 47.5 | 23.6 | 1.95 | 39.00 | 61.5 | 52 | 102.1 | 3000.0 | 5 | 50795 | 16.61 | 79240 | 25.91 |
| 1984 | 3024.6 | 98.9 | 94.1 | 3342.0 | 49.0 | 21.9 | 1.75 | 39.00 | 58.7 | 54 | 150.4 | 3000.0 | 15 | 47250 | 15.62 | 73710 | 24.37 |
| 1983 | 3030.6 | 98.8 | 93.3 | 3084.6 | 31.1 | 8.7 | 1.50 | 39.00 | 50.9 | 53 | 102.3 | 2950.0 | 0 | 44040 | 14.53 | 68700 | 22.67 |
| **NEW YORK MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1987 | 429.9 | 99.9 | 90.6 | 460.0 | 37.2 | 6.9 | 1.95 | 35.00 | 64.1 | 50 | .0 | 415.0 | 0 | 13400 | 31.17 | 21090 | 49.06 |
| 1986 | 427.9 | 99.9 | 90.3 | 425.3 | 44.2 | 7.9 | 1.95 | 33.00 | 66.2 | 50 | .0 | 415.0 | 3 | 12640 | 29.54 | 19900 | 46.51 |
| 1985 | 441.7 | 99.9 | 90.7 | 422.3 | 40.4 | 7.4 | 1.95 | 33.00 | 66.2 | 50 | .0 | 415.0 | 0 | 11810 | 26.74 | 18600 | 42.11 |
| 1984 | 436.8 | 99.9 | 90.6 | 462.8 | 34.0 | 1.4 | 1.75 | 33.00 | 62.3 | 50 | .0 | 400.0 | 0 | 10860 | 24.86 | 17100 | 39.15 |
| 1983 | 427.0 | 99.9 | 90.5 | 419.2 | 44.7 | 5.0 | 1.50 | 32.00 | 57.3 | 50 | .0 | 400.0 | 0 | 10150 | 23.77 | 15980 | 37.42 |
| **PEOPLE WEEKLY#** | | | | | | | | | | | | | | | | | |
| 1987 | 3101.6 | 99.0 | 44.5 | 1980.8 | 60.1 | 0.0 | 1.69 | 58.50 | 33.4 | 52 | 27.6 | 2900.0 | 13 | 50820 | 16.39 | 65505 | 21.12 |
| 1986 | 2940.5 | 99.1 | 42.9 | 1690.0 | 51.3 | 0.0 | 1.50 | 56.50 | 26.1 | 51 | 43.0 | 2850.0 | 24 | 47595 | 16.19 | 61345 | 20.86 |
| 1985 | 2902.6 | 99.1 | 41.9 | 1816.1 | 49.8 | 0.4 | 1.50 | 51.50 | 32.7 | 51 | 18.5 | 2850.0 | 22 | 43775 | 15.08 | 56425 | 19.44 |
| 1984 | 2769.5 | 99.1 | 36.5 | 1499.9 | 64.8 | 0.0 | 1.25 | 46.00 | 27.8 | 51 | 11.5 | 2750.0 | 21 | 40370 | 14.58 | 52050 | 18.79 |
| 1983 | 2741.8 | 99.2 | 36.6 | 1674.3 | 57.4 | 0.0 | 1.25 | 45.00 | 29.4 | 51 | 7.0 | 2600.0 | 6 | 36350 | 13.26 | 46850 | 17.09 |
| **SPORTING NEWS, THE#** | | | | | | | | | | | | | | | | | |
| 1987 | 736.4 | 99.4 | 94.0 | 997.3 | 16.5 | 2.0 | 2.25 | 59.95 | 50.7 | 54 | 2.9 | 725.0 | 1 | 14080 | 19.12 | 17730 | 24.08 |
| 1986 | 719.6 | 99.4 | 92.7 | 1038.0 | 8.9 | 0.0 | 1.95 | 54.85 | 48.9 | 55 | 3.8 | 711.0 | 1 | 13282 | 18.46 | 16728 | 23.25 |
| 1985 | 713.0 | 99.4 | 92.3 | 1178.6 | 16.3 | 0.2 | 1.95 | 51.50 | 48.2 | 51 | 15.9 | 700.0 | 6 | 12530 | 17.57 | 15781 | 22.13 |
| 1984 | 664.9 | 99.4 | 91.3 | 930.7 | 21.9 | 1.5 | 1.75 | 45.00 | 50.5 | 52 | 15.5 | 660.0 | 2 | 11391 | 17.13 | 14346 | 21.58 |
| 1983 | 586.0 | 99.4 | 88.3 | 824.1 | 26.7 | 4.0 | 1.50 | 39.95 | 48.8 | 52 | 11.9 | 600.0 | 0 | 9957 | 16.99 | 12540 | 21.40 |
| **SPORTS ILLUSTRATED** | | | | | | | | | | | | | | | | | |
| 1987 | 3152.3 | 99.2 | 95.5 | 4463.8 | 69.7 | 46.0 | 2.25 | 64.26 | 47.1 | 54 | 16.1 | 2975.0 | 0 | 57350 | 18.19 | 89470 | 28.38 |
| 1986 | 2888.6 | 99.1 | 95.5 | 4233.1 | 64.2 | 42.7 | 2.25 | 58.86 | 50.6 | 53 | 66.1 | 2800.0 | 4 | 53750 | 18.61 | 83850 | 29.03 |
| 1985 | 2781.1 | 99.3 | 95.9 | 4179.3 | 62.4 | 40.1 | 1.95 | 53.40 | 48.3 | 53 | 68.4 | 2725.0 | 6 | 49815 | 17.91 | 77710 | 27.94 |
| 1984 | 2667.6 | 99.3 | 95.9 | 3933.1 | 52.8 | 37.4 | 1.95 | 52.40 | 50.2 | 54 | 41.2 | 2550.0 | 0 | 44365 | 16.63 | 69210 | 25.94 |
| 1983 | 2476.7 | 99.4 | 95.9 | 3396.3 | 55.8 | 26.0 | 1.95 | 48.00 | 53.6 | 53 | 48.1 | 2425.0 | 44 | 40050 | 16.17 | 62480 | 25.23 |
| **TIME - THE WEEKLY NEWSMAGAZINE** | | | | | | | | | | | | | | | | | |
| 1987 | 4690.8 | 99.0 | 94.9 | 6974.4 | 18.7 | 66.8 | 2.00 | 58.24 | 44.0 | 52 | 102.1 | 4600.0 | 8 | 77010 | 16.42 | 120130 | 25.61 |
| 1986 | 4776.3 | 99.0 | 95.3 | 7378.2 | 20.6 | 60.5 | 1.95 | 58.24 | 42.6 | 52 | 155.8 | 4600.0 | 9 | 73695 | 15.43 | 114955 | 24.07 |
| 1985 | 4648.1 | 99.2 | 95.3 | 6879.8 | 70.1 | 50.9 | 1.95 | 58.24 | 42.6 | 52 | 305.6 | 4600.0 | 23 | 69650 | 14.98 | 108650 | 23.38 |
| 1984 | 4625.2 | 99.2 | 95.2 | 6438.2 | 77.3 | 38.8 | 1.95 | 51.50 | 50.2 | 53 | 196.4 | 4600.0 | 20 | 65275 | 14.11 | 101825 | 22.02 |
| 1983 | 4666.5 | 99.2 | 94.6 | 6324.0 | 71.2 | 32.9 | 1.75 | 45.00 | 51.5 | 53 | 77.8 | 4600.0 | 8 | 65275 | 13.99 | 101825 | 21.82 |



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| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **News-Weeklies (cont.)** | | | | | | | | | | | | | | | | | |
| **TV GUIDE#** | | | | | | | | | | | | | | | | | |
| 1987 | 17125.6 | 99.6 | 51.7 | 12633.1 | 38.9 | 3.6 | 0.60 | 29.90 | 4.2 | 52 | .0 | 16400.0 | 0 | 84600 | 4.94 | 99750 | 5.82 |
| 1986 | 16837.5 | 99.6 | 49.8 | 11297.5 | 41.6 | 3.7 | 0.60 | 29.90 | 4.2 | 52 | .0 | 16400.0 | 23 | 81300 | 4.83 | 95900 | 5.70 |
| 1985 | 17031.9 | 99.6 | 50.3 | 10573.4 | 42.7 | 7.4 | 0.60 | 29.90 | 4.2 | 52 | 47.8 | 17000.0 | 25 | 80200 | 4.71 | 94700 | 5.56 |
| 1984 | 17230.4 | 99.6 | 50.0 | 12099.3 | 80.7 | 3.8 | 0.60 | 29.90 | 4.2 | 52 | .0 | 17000.0 | 12 | 75700 | 4.39 | 89300 | 5.18 |
| 1983 | 17168.8 | 99.6 | 47.3 | 10809.9 | 87.6 | 1.6 | 0.50 | 23.40 | 11.7 | 53 | 164.8 | 17000.0 | 10 | 72000 | 4.19 | 85000 | 4.95 |
| **U.S. NEWS & WORLD REPORT** | | | | | | | | | | | | | | | | | |
| 1987 | 2290.5 | 99.1 | 97.4 | 2632.7 | 75.4 | 38.1 | 1.95 | 34.50 | 65.3 | 51 | .0 | 2050.0 | 0 | 36400 | 15.89 | 55300 | 24.14 |
| 1986 | 2300.1 | 99.1 | 97.6 | 2513.6 | 74.5 | 28.4 | 1.95 | 34.50 | 65.3 | 51 | 3.3 | 2050.0 | 0 | 35000 | 15.22 | 55300 | 24.04 |
| 1985 | 2077.7 | 99.1 | 97.4 | 3554.4 | 54.2 | 15.0 | 1.95 | 29.00 | 70.8 | 51 | 119.3 | 2050.0 | 16 | 33155 | 15.96 | 52330 | 25.19 |
| 1984 | 2091.9 | 99.1 | 97.2 | 2776.2 | 58.4 | 19.3 | 1.75 | 41.00 | 54.9 | 52 | 61.2 | 2050.0 | 4 | 30985 | 14.81 | 48905 | 23.38 |
| 1983 | 2117.4 | 99.1 | 96.7 | 2762.0 | 72.9 | 25.3 | 1.50 | 36.00 | 52.9 | 51 | 80.4 | 2050.0 | 0 | 30985 | 14.63 | 48905 | 23.10 |
| **News-Biweeklies, Semi-Monthlies** | | | | | | | | | | | | | | | | | |
| **US** | | | | | | | | | | | | | | | | | |
| 1987 | 1165.5 | 98.7 | 66.0 | 969.0 | 32.9 | 0.2 | 1.50 | 23.95 | 33.5 | 24 | .0 | 1040.0 | 0 | 16410 | 14.08 | 18215 | 15.63 |
| 1986 | 1014.5 | 98.7 | 62.6 | 964.3 | 28.4 | 3.1 | 1.50 | 23.95 | 38.6 | 26 | 35.6 | 1000.0 | 2 | 16410 | 16.18 | 21180 | 20.88 |
| 1985 | 950.2 | 98.8 | 57.9 | 828.4 | 7.8 | 0.0 | 1.50 | 23.95 | 36.1 | 25 | 16.5 | 900.0 | 6 | 12215 | 12.86 | 15770 | 16.60 |
| 1984 | 1012.9 | 98.8 | 47.5 | 631.5 | 5.1 | 0.0 | 1.25 | 23.95 | 29.0 | 27 | .0 | 1100.0 | 21 | 14145 | 13.96 | 18260 | 18.03 |
| 1983 | 1097.6 | 98.9 | 47.9 | 702.3 | 3.8 | 0.0 | 1.00 | 23.95 | 7.9 | 26 | .0 | 1100.0 | 8 | 13035 | 11.88 | 16830 | 15.33 |
| **Photography** | | | | | | | | | | | | | | | | | |
| **AMERICAN PHOTOGRAPHER#** | | | | | | | | | | | | | | | | | |
| 1987 | 252.4 | 99.0 | 85.8 | 253.2 | 14.5 | 1.7 | 2.50 | 17.90 | 40.3 | 12 | 4.2 | 250.0 | 2 | 9400 | 37.24 | 14930 | 59.15 |
| 1986 | 253.1 | 99.0 | 86.5 | 214.6 | 18.4 | 0.2 | 2.50 | 19.90 | 33.7 | 12 | 28.9 | 250.0 | 0 | 9400 | 37.14 | 14930 | 58.99 |
| 1985 | 273.5 | 98.7 | 85.4 | 242.4 | 15.8 | 2.5 | 2.50 | 19.90 | 33.7 | 12 | 15.2 | 250.0 | 7 | 8870 | 32.43 | 14085 | 51.50 |
| 1984 | 297.2 | 99.1 | 85.7 | 289.9 | 13.3 | 1.2 | 2.25 | 19.90 | 26.3 | 12 | .0 | 285.0 | 2 | 9240 | 31.09 | 14675 | 49.38 |
| 1983 | 264.9 | 99.0 | 84.3 | 254.8 | 13.8 | 0.0 | 2.25 | 19.90 | 26.3 | 12 | .0 | 285.0 | 0 | 8500 | 32.09 | 13500 | 50.96 |
| **MODERN PHOTOGRAPHY#** | | | | | | | | | | | | | | | | | |
| 1987 | 657.6 | 99.0 | 86.5 | 543.3 | 50.2 | 0.1 | 2.50 | 13.98 | 53.4 | 12 | 7.4 | 650.0 | 5 | 29920 | 45.50 | 40570 | 61.69 |
| 1986 | 685.5 | 99.1 | 87.6 | 450.9 | 30.0 | 0.1 | 2.50 | 13.98 | 53.4 | 12 | 55.9 | 650.0 | 8 | 29920 | 43.65 | 40570 | 59.18 |
| 1985 | 737.4 | 99.2 | 86.6 | 442.7 | 15.9 | 1.4 | 2.25 | 13.98 | 48.2 | 12 | .0 | 725.0 | 1 | 29920 | 40.57 | 40570 | 55.02 |
| 1984 | 714.9 | 99.2 | 84.7 | 542.3 | 23.7 | 9.8 | 1.95 | 13.98 | 40.3 | 12 | .0 | 700.0 | 3 | 27730 | 38.79 | 37600 | 52.59 |
| 1983 | 679.4 | 99.1 | 81.8 | 525.6 | 30.1 | 0.7 | 1.75 | 15.95 | 24.0 | 12 | .0 | 675.0 | 2 | 25795 | 37.97 | 34975 | 51.48 |
| **Science** | | | | | | | | | | | | | | | | | |
| **DISCOVER** | | | | | | | | | | | | | | | | | |
| 1987 | 1189.7 | 99.0 | 84.9 | 781.8 | 30.6 | 11.1 | 2.50 | 27.00 | 10.0 | 12 | 2.4 | 925.0 | 0 | 13655 | 11.48 | 19810 | 16.65 |
| 1986 | 1103.2 | 99.0 | 85.4 | 971.9 | 60.3 | 35.8 | 2.50 | 24.00 | 20.0 | 12 | 11.2 | 850.0 | 2 | 11840 | 10.73 | 17175 | 15.57 |
| 1985 | 936.6 | 99.2 | 86.2 | 925.1 | 60.9 | 27.1 | 2.50 | 24.00 | 20.0 | 12 | 6.5 | 850.0 | 0 | 10965 | 11.71 | 15905 | 16.98 |
| 1984 | 983.9 | 99.3 | 87.0 | 890.1 | 65.5 | 26.9 | 2.00 | 22.00 | 8.3 | 12 | 10.8 | 935.0 | 0 | 17230 | 17.51 | 24990 | 25.40 |
| 1983 | 918.3 | 99.4 | 86.0 | 795.9 | 70.5 | 19.2 | 2.00 | 22.00 | 8.3 | 12 | 8.5 | 850.0 | 0 | 16405 | 17.86 | 23800 | 25.92 |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Science (cont.)** | | | | | | | | | | | | | | | | | |
| **NATURAL HISTORY#** | | | | | | | | | | | | | | | | | |
| 1987 | 515.5 | 99.1 | 98.8 | 423.6 | 88.3 | 7.1 | 2.50 | 20.00 | 33.3 | 12 | .0 | 500.0 | 0 | 9745 | 18.90 | 14250 | 27.64 |
| 1986 | 502.9 | 99.1 | 98.9 | 433.0 | 105.1 | 5.1 | 2.50 | 20.00 | 33.3 | 12 | 0 | 495.0 | 0 | 9200 | 18.29 | 13450 | 26.74 |
| 1985 | 498.6 | 99.1 | 98.8 | 495.8 | 83.7 | 4.5 | 2.50 | 20.00 | 33.3 | 12 | .0 | 490.0 | 0 | 8700 | 17.45 | 12700 | 25.47 |
| 1984 | 503.5 | 99.0 | 98.8 | 419.4 | 100.0 | 2.1 | 2.50 | 18.00 | 40.0 | 12 | .0 | 485.0 | 0 | 8150 | 16.19 | 12000 | 23.83 |
| 1983 | 479.6 | 99.1 | 98.3 | 513.2 | 100.0 | 1.6 | 2.50 | 18.00 | 40.0 | 12 | .0 | 465.0 | 0 | 7500 | 15.64 | 11100 | 23.14 |
| **OMNI** | | | | | | | | | | | | | | | | | |
| 1987 | 912.5 | 98.7 | 67.5 | 761.0 | 36.2 | 3.0 | 3.00 | 24.00 | 33.3 | 12 | 10.2 | 880.0 | 2 | 20790 | 22.78 | 28865 | 31.63 |
| 1986 | 856.5 | 98.8 | 67.1 | 595.6 | 51.0 | 7.5 | 3.00 | 24.00 | 33.3 | 12 | 41.4 | 855.0 | 3 | 19235 | 22.46 | 26710 | 31.19 |
| 1985 | 863.3 | 98.9 | 63.7 | 663.2 | 40.4 | 2.4 | 2.50 | 24.00 | 20.0 | 12 | 12.9 | 855.0 | 1 | 17645 | 20.44 | 24505 | 28.39 |
| 1984 | 837.3 | 99.0 | 60.8 | 581.4 | 68.4 | 2.0 | 2.50 | 24.00 | 20.0 | 12 | 50.4 | 825.0 | 3 | 14850 | 17.74 | 22275 | 26.60 |
| 1983 | 813.9 | 98.9 | 46.4 | 415.6 | 77.0 | 2.0 | 2.50 | 24.00 | 20.0 | 12 | 67.6 | 825.0 | 0 | 13455 | 16.53 | 20185 | 24.80 |
| **SCIENCE NEWS** | | | | | | | | | | | | | | | | | |
| 1987 | 153.0 | 99.3 | 100.0 | 165.2 | 100.0 | 0.0 | 2.50 | 32.50 | 74.5 | 51 | .0 | 150.0 | 0 | 3750 | 24.51 | 5250 | 34.31 |
| 1986 | 152.0 | 99.3 | 14.0 | 154.6 | 54.0 | 0.0 | 2.50 | 32.50 | 74.5 | 51 | .0 | 150.0 | 0 | 4410 | 29.01 | 5400 | 35.53 |
| 1985 | 155.7 | 99.3 | 13.6 | 155.6 | 100.0 | 0.0 | 2.50 | 30.00 | 76.5 | 51 | .0 | 150.0 | 0 | 3820 | 24.53 | 4810 | 30.89 |
| 1984 | 154.4 | 99.2 | 13.8 | 162.5 | 100.0 | 0.0 | 2.50 | 28.00 | 78.0 | 51 | .0 | 150.0 | 0 | 3475 | 22.51 | 4375 | 28.34 |
| 1983 | 156.8 | 99.2 | 13.5 | 153.9 | 100.0 | 0.0 | 2.50 | 26.50 | 79.2 | 51 | .0 | 150.0 | 0 | 3250 | 20.73 | 4150 | 26.47 |
| **SCIENTIFIC AMERICAN*** | | | | | | | | | | | | | | | | | |
| 1987 | 609.2 | 99.2 | 77.7 | 443.5 | 76.3 | 67.7 | 2.50 | 24.00 | 20.0 | 12 | 28.3 | 600.0 | 6 | 15300 | 25.11 | 22950 | 37.67 |
| 1986 | | | | | | | | | | | | | | | | | |
| 1985 | | | | | | | | | | | | | | | | | |
| 1984 | | | | | | | | | | | | | | | | | |
| 1983 | | | | | | | | | | | | | | | | | |
| **SPECTRUM*** | | | | | | | | | | | | | | | | | |
| 1987 | 265.4 | 99.5 | 100.0 | 285.2 | 100.0 | 0.0 | 0.00 | 7.50 | 0.0 | 12 | .7 | 280.0 | 11 | 8495 | 32.01 | 9295 | 35.02 |
| 1986 | 254.2 | 99.6 | 100.0 | 276.2 | 100.0 | 0.0 | 0.00 | 7.50 | 0.0 | 12 | 2.5 | 270.0 | 12 | 7725 | 30.39 | 8525 | 33.54 |
| 1985 | 247.1 | 99.6 | 100.0 | 267.9 | 100.0 | 0.0 | 0.00 | 7.50 | 0.0 | 12 | 13.7 | 255.0 | 8 | 7023 | 28.42 | 7823 | 31.66 |
| 1984 | 240.1 | 99.5 | 50.0 | 113.1 | 100.0 | 0.0 | 15.00 | 7.00 | 92.2 | 6 | .0 | 240.0 | 4 | 6215 | 25.89 | 7015 | 29.22 |
| 1983 | | | | | | | | | | | | | | | | | |
| **Senior Citizens** | | | | | | | | | | | | | | | | | |
| **50 PLUS#** | | | | | | | | | | | | | | | | | |
| 1987 | 475.7 | 99.3 | 100.0 | 582.0 | 13.9 | 0.0 | 1.50 | 15.00 | 16.7 | 12 | 9.0 | 475.0 | 3 | 10991 | 23.10 | 14966 | 31.46 |
| 1986 | 445.5 | 99.3 | 100.0 | 533.1 | 15.1 | 0.2 | 1.50 | 15.00 | 16.7 | 12 | 18.9 | 450.0 | 7 | 9970 | 22.38 | 13575 | 30.47 |
| 1985 | 414.2 | 99.3 | 100.0 | 599.1 | 10.5 | 0.0 | 1.50 | 15.00 | 16.7 | 12 | 1.7 | 420.0 | 0 | 8820 | 21.29 | 12010 | 29.00 |
| 1984 | 315.2 | 99.5 | 100.0 | 341.9 | 65.8 | 0.0 | 1.50 | 15.00 | 16.7 | 12 | 6.4 | 315.0 | 2 | 5695 | 18.07 | 7755 | 24.60 |
| 1983 | 287.5 | 99.5 | 99.9 | 270.4 | 19.6 | 0.3 | 1.50 | 15.00 | 16.7 | 12 | 2.6 | 290.0 | 4 | 4950 | 17.22 | 6745 | 23.46 |



* See Special Notes - Page 7
#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Senior Citizens (cont.)** | | | | | | | | | | | | | | | | | |
| **MODERN MATURITY** | | | | | | | | | | | | | | | | | |
| 1987 | 16360.9 | 99.7 | 100.0 | 12682.5 | 100.0 | 0.0 | 0.00 | 2.40 | 0.0 | 6 | 260.5 | 15800.0 | 0 | 138100 | 8.44 | 153000 | 9.35 |
| 1986 | 14285.2 | 99.7 | 100.0 | 11986.6 | 100.0 | 0.0 | 0.00 | 2.40 | 0.0 | 6 | 521.9 | 13000.0 | 0 | 138100 | 9.67 | 153000 | 10.71 |
| 1985 | 12228.7 | 99.7 | 100.0 | 9611.8 | 100.0 | 0.0 | 0.00 | 2.40 | 0.0 | 6 | 538.9 | 10000.0 | 0 | 82310 | 6.73 | 92000 | 7.52 |
| 1984 | 10329.1 | 99.7 | 100.0 | 8221.4 | 100.0 | 0.0 | 0.00 | 2.00 | 0.0 | 6 | 508.8 | 9000.0 | 0 | 68590 | 6.64 | 76680 | 7.42 |
| 1983 | 9078.4 | 99.7 | 100.0 | 6288.7 | 100.0 | 0.0 | 0.00 | 2.00 | 0.0 | 6 | 453.2 | 8500.0 | 0 | 57160 | 6.30 | 69710 | 7.68 |
| **NRTA/AARP NEWS BULLETIN#** | | | | | | | | | | | | | | | | | |
| 1987 | 15951.5 | 99.7 | 100.0 | 12682.5 | 100.0 | 0.0 | 0.00 | 0.60 | 0.0 | 11 | 126.7 | 15500.0 | 1 | N.A. | | N.A. | |
| 1986 | 13733.4 | 99.7 | 100.4 | 11986.6 | 100.0 | 0.0 | 0.00 | 0.60 | 0.0 | 11 | .0 | 12700.0 | 0 | N.A. | | N.A. | |
| 1985 | 11668.9 | 99.7 | 100.4 | 9611.8 | 100.0 | 0.0 | 0.00 | 0.60 | 0.0 | 11 | .0 | 10000.0 | 0 | N.A. | | N.A. | |
| 1984 | 10004.5 | 99.7 | 100.4 | 8221.4 | 100.0 | 0.0 | 0.00 | 0.60 | 0.0 | 11 | .0 | N.C. | N.A. | N.A. | | N.A. | |
| 1983 | 8828.9 | 99.7 | 100.3 | 6288.7 | 100.0 | 0.0 | 0.00 | 0.60 | 0.0 | 11 | .0 | 8500.0 | 0 | N.A. | | N.A. | |
| **Sports** | | | | | | | | | | | | | | | | | |
| **BICYCLING*#** | | | | | | | | | | | | | | | | | |
| 1987 | 271.5 | 99.1 | 66.9 | 217.4 | 58.4 | 65.8 | 2.50 | 15.97 | 36.1 | 10 | .0 | 250.0 | 0 | 6740 | 24.83 | 9100 | 33.52 |
| 1986 | 256.6 | 99.1 | 70.7 | 182.3 | 49.7 | 73.1 | 2.50 | 15.97 | 36.1 | 10 | 19.5 | 250.0 | 2 | 6420 | 25.02 | 8665 | 33.77 |
| 1985 | 248.3 | 99.0 | 69.3 | 196.8 | 56.0 | 72.1 | 2.50 | 14.97 | 33.5 | 9 | .0 | 240.0 | 0 | 5680 | 22.88 | 7670 | 30.89 |
| 1984 | 251.7 | 99.0 | 66.2 | 178.4 | 59.2 | 63.2 | 2.00 | 14.97 | 16.8 | 9 | .0 | 220.0 | 0 | 4940 | 19.63 | 6670 | 26.50 |
| 1983 | 237.5 | 99.0 | 32.9 | 101.7 | 77.0 | 55.4 | 2.00 | 13.97 | 74.6– | 4 | .0 | 220.0 | 0 | 4940 | 20.80 | 6670 | 28.08 |
| **GOLF DIGEST#** | | | | | | | | | | | | | | | | | |
| 1987 | 1243.4 | 99.0 | 90.0 | 1114.6 | 28.6 | 0.0 | 1.95 | 19.94 | 14.8 | 12 | .0 | 1225.0 | 0 | 29400 | 23.64 | 44100 | 35.47 |
| 1986 | 1229.6 | 99.0 | 91.3 | 1034.5 | 29.8 | 0.8 | 1.95 | 19.94 | 14.8 | 12 | .0 | 1225.0 | 0 | 28000 | 22.77 | 42000 | 34.16 |
| 1985 | 1231.3 | 99.1 | 91.8 | 1040.2 | 30.4 | 6.9 | 1.95 | 19.94 | 14.8 | 12 | .0 | 1200.0 | 0 | 25660 | 20.84 | 38490 | 31.26 |
| 1984 | 1211.8 | 99.0 | 92.2 | 1116.8 | 27.8 | 4.5 | 1.95 | 17.95 | 23.3 | 12 | .0 | 1200.0 | 0 | 23330 | 19.25 | 34995 | 28.88 |
| 1983 | 1153.6 | 99.1 | 91.4 | 1053.4 | 21.6 | 8.8 | 1.75 | 17.95 | 14.5 | 12 | .0 | 1150.0 | 0 | 21490 | 18.63 | 32235 | 27.94 |
| **GOLF MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1987 | 895.5 | 98.9 | 88.1 | 713.5 | 6.3 | 9.8 | 1.95 | 15.94 | 31.9 | 12 | .0 | 850.0 | 0 | 20615 | 23.02 | 30940 | 34.55 |
| 1986 | 846.2 | 98.9 | 89.1 | 655.4 | 8.3 | 7.9 | 1.95 | 15.94 | 31.9 | 12 | .0 | 825.0 | 0 | 19060 | 22.52 | 28605 | 33.80 |
| 1985 | 804.1 | 98.9 | 89.9 | 606.8 | 8.1 | 2.8 | 1.95 | 15.94 | 31.9 | 12 | 7.2 | 800.0 | 1 | 17405 | 21.65 | 26125 | 32.49 |
| 1984 | 786.4 | 99.0 | 89.5 | 557.8 | 5.8 | 0.2 | 1.95 | 15.94 | 31.9 | 12 | .0 | 770.0 | 0 | 15540 | 19.76 | 23325 | 29.66 |
| 1983 | 756.5 | 98.9 | 88.9 | 503.3 | 10.1 | 0.2 | 1.75 | 15.94 | 24.1 | 12 | .0 | 725.0 | 0 | 14000 | 18.51 | 21010 | 27.77 |
| **MUSCLE & FITNESS** | | | | | | | | | | | | | | | | | |
| 1987 | 570.5 | 98.3 | 18.5 | 134.4 | 14.6 | 3.1 | 3.95 | 35.00 | 26.2 | 12 | .0 | N.C. | N.A. | 7190 | 12.60 | 8920 | 15.64 |
| 1986 | 523.7 | 98.3 | 16.3 | 104.3 | 48.4 | 11.1 | 3.50 | 29.95 | 28.7 | 12 | 0 | N.C. | 0 | 6095 | 11.64 | 7560 | 14.44 |
| 1985 | 449.2 | 98.3 | 14.1 | 96.2 | 72.6 | 7.5 | 3.50 | 29.95 | 28.7 | 12 | .0 | N.C. | 0 | 5000 | 11.13 | 6575 | 14.64 |
| 1984 | 420.1 | 98.3 | 12.6 | 85.5 | 72.8 | 40.4 | 2.95 | 29.95 | 15.4 | 12 | .0 | N.C. | 0 | 3719 | 8.85 | 5020 | 11.95 |
| 1983 | 351.7 | 98.1 | 11.2 | 66.1 | 92.2 | 0.0 | 2.95 | 29.95 | 15.4 | 12 | .0 | N.C. | 0 | 3719 | 10.57 | 5020 | 14.27 |

* See Special Notes - Page 7
#See Special Notes - Page 8

## Sports (cont.)

| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **OUTSIDE** | | | | | | | | | | | | | | | | | |
| 1987 | 270.2 | 98.5 | 76.9 | 202.2 | 19.8 | 20.9 | 1.95 | 18.00 | 23.1 | 12 | .0 | 275.0 | 1 | 9360 | 34.64 | 13520 | 50.04 |
| 1986 | 246.5 | 98.5 | 73.6 | 202.1 | 16.2 | 22.9 | 1.95 | 18.00 | 23.1 | 12 | 2.1 | 240.0 | 0 | 8180 | 33.18 | 11890 | 48.24 |
| 1985 | 221.2 | 98.5 | 73.8 | 162.2 | 10.6 | 9.2 | 1.95 | 18.00 | 23.1 | 12 | 7.6 | 220.0 | 4 | 6925 | 31.31 | 10380 | 46.93 |
| 1984 | 220.4 | 98.7 | 71.9 | 157.1 | 11.3 | 1.9 | 1.95 | 16.00 | 25.4 | 11 | 7.7 | 220.0 | 1 | 6470 | 29.36 | 9700 | 44.01 |
| 1983 | 214.2 | 98.8 | 68.2 | 128.9 | 11.1 | 0.0 | 1.95 | 16.00 | 8.8 | 9 | 3.2 | 220.0 | 4 | 6160 | 28.76 | 9240 | 43.14 |
| **RUNNER'S WORLD#** | | | | | | | | | | | | | | | | | |
| 1987 | 398.3 | 98.8 | 79.7 | 314.0 | 39.5 | 73.3 | 2.50 | 19.95 | 33.5 | 12 | .0 | 420.0 | 1 | 13325 | 33.45 | 19890 | 49.94 |
| 1986 | 290.3 | 98.7 | 75.3 | 239.2 | 73.8 | 42.6 | 2.50 | 19.95 | 33.5 | 12 | 33.6 | 275.0 | 7 | 8725 | 30.06 | 13090 | 45.09 |
| 1985 | 294.2 | 98.7 | 73.3 | 192.7 | 41.4 | 12.8 | 2.50 | 21.50 | 28.3 | 12 | 48.1 | 300.0 | 8 | 8310 | 28.25 | 12455 | 42.34 |
| 1984 | 346.7 | 98.7 | 67.0 | 191.5 | 55.7 | 23.7 | 2.50 | 21.50 | 28.3 | 12 | 47.4 | 400.0 | 12 | 8760 | 25.27 | 11940 | 34.44 |
| 1983 | 381.8 | 98.5 | 65.9 | 205.4 | 72.9 | 9.8 | 2.00 | 16.00 | 33.3 | 12 | 47.8 | 365.0 | 1 | 7140 | 18.70 | 10020 | 26.24 |
| **SKI (INCORPORATING SKI LIFE)#** | | | | | | | | | | | | | | | | | |
| 1987 | 452.4 | 99.3 | 80.4 | 306.1 | 7.4 | 5.7 | 1.75 | 9.94 | 29.0 | 8 | .0 | 450.0 | 0 | 15320 | 33.86 | 21030 | 46.49 |
| 1986 | 434.1 | 99.2 | 80.8 | 327.8 | 7.8 | 3.0 | 1.75 | 9.94 | 29.0 | 8 | 8.2 | 450.0 | 0 | 13765 | 31.71 | 18895 | 43.53 |
| 1985 | 420.2 | 99.3 | 81.3 | 260.0 | 7.2 | 2.8 | 1.75 | 9.94 | 29.0 | 8 | 21.5 | 410.0 | 0 | 13765 | 32.76 | 18895 | 44.97 |
| 1984 | 421.6 | 99.4 | 81.7 | 223.1 | 8.6 | 0.0 | 1.75 | 11.94 | 14.7 | 8 | 18.8 | 430.0 | 1 | 12745 | 30.23 | 17495 | 41.50 |
| 1983 | 422.4 | 99.4 | 79.9 | 232.7 | 9.2 | 1.0 | 1.75 | 11.94 | 2.5 | 7 | 6.1 | 410.0 | 0 | 11910 | 28.20 | 16350 | 38.71 |
| **SKIING#** | | | | | | | | | | | | | | | | | |
| 1987 | 449.3 | 99.3 | 78.9 | 235.4 | 27.4 | 13.2 | 1.95 | 11.94 | 12.5 | 7 | .0 | 440.0 | 1 | 17215 | 38.32 | 23380 | 52.04 |
| 1986 | 451.9 | 99.3 | 80.2 | 249.4 | 28.5 | 10.2 | 1.95 | 9.98 | 26.9 | 7 | .0 | 440.0 | 1 | 16875 | 37.34 | 22920 | 50.72 |
| 1985 | 439.7 | 99.2 | 79.8 | 309.4 | 22.0 | 11.4 | 1.95 | 9.98 | 26.9 | 7 | 2.7 | 430.0 | 0 | 15555 | 35.38 | 21125 | 48.04 |
| 1984 | 432.8 | 99.2 | 78.6 | 266.4 | 22.7 | 15.9 | 1.75 | 9.98 | 18.5 | 7 | 30.8 | 430.0 | 4 | 14270 | 32.97 | 19380 | 44.78 |
| 1983 | 429.3 | 99.4 | 78.2 | 222.8 | 22.0 | 9.9 | 1.75 | 9.98 | 18.5 | 7 | 48.1 | 430.0 | 2 | 12985 | 30.25 | 17635 | 41.08 |
| **SKIN DIVER MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1987 | 223.3 | 98.3 | 82.2 | 168.8 | 13.2 | 8.2 | 2.95 | 19.94 | 43.7 | 12 | .0 | 200.0 | 0 | 6300 | 28.21 | 10080 | 45.14 |
| 1986 | 215.4 | 98.4 | 84.4 | 178.5 | 14.7 | 15.1 | 2.50 | 15.94 | 46.9 | 12 | .0 | 200.0 | 0 | 5900 | 27.39 | 9440 | 43.83 |
| 1985 | 205.6 | 98.2 | 84.8 | 168.8 | 18.2 | 4.8 | 2.50 | 13.94 | 53.5 | 12 | .0 | 200.0 | 5 | 5400 | 26.26 | 8640 | 42.02 |
| 1984 | 201.2 | 98.2 | 85.4 | 157.2 | 22.8 | 0.9 | 2.00 | 11.94 | 50.3 | 12 | 10.5 | 200.0 | 5 | 5000 | 24.85 | 8000 | 39.76 |
| 1983 | 196.9 | 98.2 | 85.4 | 159.0 | 23.2 | 0.0 | 2.00 | 11.94 | 50.3 | 12 | .0 | 190.0 | 1 | 5000 | 25.39 | 8000 | 40.63 |
| **SPORT#** | | | | | | | | | | | | | | | | | |
| 1987 | 931.0 | 99.2 | 82.8 | 531.0 | 47.2 | 10.7 | 2.00 | 12.00 | 50.0 | 12 | 57.4 | 930.0 | 4 | 17600 | 18.90 | 25600 | 27.50 |
| 1986 | 934.4 | 99.4 | 83.2 | 533.7 | 54.2 | 5.8 | 2.00 | 12.00 | 50.0 | 12 | 89.6 | 930.0 | 3 | 16600 | 17.77 | 24200 | 25.90 |
| 1985 | 931.6 | 99.4 | 83.8 | 452.5 | 53.6 | 5.2 | 2.00 | 12.00 | 50.0 | 12 | 29.7 | 930.0 | 0 | 15500 | 16.64 | 22600 | 24.26 |
| 1984 | 928.7 | 99.4 | 83.9 | 461.8 | 56.8 | 9.0 | 2.00 | 12.00 | 50.0 | 12 | .0 | 930.0 | 0 | 15500 | 16.69 | 22600 | 24.34 |
| 1983 | 935.5 | 99.4 | 82.2 | 518.5 | 49.6 | 3.0 | 2.00 | 12.00 | 50.0 | 12 | .6 | 900.0 | 0 | 12900 | 13.79 | 18800 | 20.10 |
| **TENNIS** | | | | | | | | | | | | | | | | | |
| 1987 | 519.9 | 99.2 | 91.0 | 349.2 | 24.7 | 0.1 | 1.75 | 17.94 | 14.6 | 12 | .0 | 525.0 | 0 | 13715 | 26.38 | 20570 | 39.57 |
| 1986 | 509.3 | 99.2 | 91.0 | 392.9 | 31.4 | 1.5 | 1.75 | 17.94 | 14.6 | 12 | .0 | 500.0 | 0 | 12380 | 24.31 | 18570 | 36.46 |
| 1985 | 507.3 | 99.1 | 90.7 | 437.1 | 30.0 | 10.4 | 1.75 | 17.94 | 14.6 | 12 | 6.8 | 500.0 | 0 | 11570 | 22.81 | 17360 | 34.22 |
| 1984 | 504.6 | 99.2 | 91.2 | 376.8 | 20.7 | 8.5 | 1.75 | 13.95 | 33.6 | 12 | 10.2 | 500.0 | 0 | 10520 | 20.85 | 15780 | 31.27 |
| 1983 | 502.0 | 99.3 | 90.4 | 357.6 | 22.1 | 9.3 | 1.75 | 13.95 | 33.6 | 12 | .0 | 500.0 | 0 | 9980 | 19.88 | 14970 | 29.82 |



#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Sports (con.t)** | | | | | | | | | | | | | | | | | |
| **WORLD TENNIS#** | | | | | | | | | | | | | | | | | |
| 1987 | 385.9 | 98.7 | 93.5 | 426.7 | 66.8 | 0.0 | 1.75 | 15.94 | 24.1 | 12 | 10.0 | 375.0 | 0 | 9680 | 25.08 | 14500 | 37.57 |
| 1986 | 376.5 | 99.0 | 92.0 | 399.1 | 1.5 | 0.0 | 1.75 | 15.94 | 24.1 | 12 | 22.7 | 375.0 | 0 | 9680 | 25.71 | 14500 | 38.51 |
| 1985 | 361.7 | 99.1 | 93.9 | 401.4 | 52.1 | 0.0 | 1.75 | 15.94 | 24.1 | 12 | 10.7 | 350.0 | 4 | 8811 | 24.36 | 13200 | 36.49 |
| 1984 | 386.0 | 99.0 | 92.8 | 311.0 | 67.8 | 4.2 | 1.75 | 11.94 | 43.1 | 12 | 18.6 | 385.0 | 5 | 9135 | 23.67 | 13685 | 35.45 |
| 1983 | 385.8 | 99.0 | 92.5 | 289.4 | 62.5 | 0.0 | 1.75 | 15.94 | 24.1 | 12 | 25.8 | 385.0 | 2 | 8460 | 21.93 | 12670 | 32.84 |
| **Travel** | | | | | | | | | | | | | | | | | |
| **CONDE NAST'S TRAVELER#** | | | | | | | | | | | | | | | | | |
| 1987 | 802.6 | 99.3 | 98.2 | 1196.8 | 63.2 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | 15.1 | 550.0 | 4 | 14500 | 18.07 | 21500 | 26.79 |
| 1986 | 787.3 | 99.2 | 100.0 | 986.6 | 41.8 | 0.0 | 2.50 | 19.95 | 33.5 | 12 | 47.0 | 840.0 | 12 | 13490 | 17.13 | 16500 | 20.96 |
| 1985 | 787.3 | 99.1 | 100.0 | 820.2 | 69.0 | 0.0 | 2.50 | 17.95 | 40.2 | 12 | 59.4 | 815.0 | 9 | 12260 | 15.57 | 15000 | 19.05 |
| 1984 | 787.7 | 99.2 | 100.0 | 965.7 | 61.1 | 0.0 | 2.00 | 14.50 | 39.6 | 12 | 43.7 | 815.0 | 1 | 12260 | 15.56 | 15000 | 19.04 |
| 1983 | 720.0 | 99.2 | 99.9 | 833.3 | 54.7 | 0.0 | 2.00 | 12.00 | 50.0 | 12 | 29.8 | 750.0 | 2 | 10660 | 14.81 | 13033 | 18.10 |
| **ENDLESS VACATION** | | | | | | | | | | | | | | | | | |
| 1987 | 536.3 | 99.7 | 99.1 | 373.1 | 100.0 | 0.0 | 4.00 | 55.00 | 129.2– | 6 | .0 | 575.0 | 3 | 7220 | 13.46 | 9820 | 18.31 |
| 1986 | 467.0 | 99.8 | 100.0 | 291.0 | 60.2 | 0.0 | 4.00 | 55.00 | 96.4– | 7 | .0 | 500.0 | 5 | 5775 | 12.37 | 7695 | 16.48 |
| 1985 | 454.0 | 99.7 | 100.0 | 313.9 | 34.2 | 0.0 | 4.00 | 52.00 | 85.7– | 7 | .0 | 500.0 | 4 | 5440 | 11.98 | 7250 | 15.97 |
| 1984 | 385.1 | 99.7 | 100.0 | 291.4 | 52.8 | 0.0 | 4.00 | 49.00 | 75.0– | 7 | .0 | 400.0 | 1 | 5440 | 14.13 | 7250 | 18.83 |
| 1983 | 283.9 | 99.7 | 100.0 | 263.5 | 75.6 | 0.0 | 4.00 | 47.00 | 67.9– | 7 | .0 | 250.0 | 0 | 2225 | 7.84 | 2975 | 10.48 |
| **MICHIGAN LIVING** | | | | | | | | | | | | | | | | | |
| 1987 | 969.9 | 100.0 | 100.0 | 1031.8 | 100.0 | 0.0 | 1.00 | 9.00 | 25.0 | 12 | .0 | N.C. | N.A. | 8123 | 8.38 | 9923 | 10.23 |
| 1986 | 871.8 | 100.0 | 100.0 | 945.3 | 100.0 | 0.0 | 1.00 | 3.00 | 75.0 | 12 | .3 | N.C. | N.A. | 7385 | 8.47 | 8860 | 10.16 |
| 1985 | 824.8 | 100.0 | 100.0 | 834.3 | 100.0 | 0.0 | 1.00 | 9.00 | 25.0 | 12 | .2 | N.C. | N.A. | 6710 | 8.14 | 8050 | 9.76 |
| 1984 | 811.1 | 100.0 | 100.0 | 802.0 | 100.0 | 0.0 | 0.75 | 6.00 | 33.3 | 12 | .1 | N.C. | N.A. | 6100 | 7.52 | 7500 | 9.25 |
| 1983 | 802.5 | 100.0 | 100.0 | 826.0 | 100.0 | 0.0 | 0.75 | 6.00 | 33.3 | 12 | .0 | N.C. | N.A. | 5700 | 7.10 | 7000 | 8.72 |
| **MOTORLAND** | | | | | | | | | | | | | | | | | |
| 1987 | 1739.6 | 100.0 | 100.0 | 1814.9 | 100.0 | 0.0 | 0.50 | 3.00 | 0.0 | 6 | 8.5 | N.C. | N.A. | 12700 | 7.30 | 16100 | 9.26 |
| 1986 | 1671.5 | 100.0 | 100.0 | 1737.7 | 100.0 | 0.0 | 0.50 | 3.00 | 0.0 | 6 | 16.4 | N.C. | N.A. | 12100 | 7.24 | 15350 | 9.18 |
| 1985 | 1577.4 | 100.0 | 100.0 | 1719.6 | 100.0 | 0.0 | 0.50 | 3.00 | 0.0 | 6 | 9.3 | N.C. | N.A. | 11300 | 7.16 | 14350 | 9.10 |
| 1984 | 1489.7 | 100.0 | 100.0 | 1713.2 | 100.0 | 0.0 | 0.50 | 3.00 | 0.0 | 6 | 1.7 | N.C. | N.A. | 11300 | 7.59 | 14350 | 9.63 |
| 1983 | 1406.5 | 100.0 | 100.0 | 1603.8 | 100.0 | 0.0 | 0.00 | 2.00 | 0.0 | 6 | 1.5 | N.C. | N.A. | 9240 | 6.57 | 11735 | 8.34 |
| **TRAVEL & LEISURE#** | | | | | | | | | | | | | | | | | |
| 1987 | 1119.7 | 98.9 | 98.7 | 1535.3 | 98.1 | 0.6 | 3.00 | 28.00 | 22.2 | 12 | .0 | 1100.0 | 0 | 23400 | 20.90 | 31480 | 28.11 |
| 1986 | 1086.9 | 98.8 | 98.7 | 1642.7 | 98.8 | 1.6 | 2.95 | 24.00 | 32.2 | 12 | .0 | 1100.0 | 1 | 22285 | 20.50 | 29980 | 27.58 |
| 1985 | 985.2 | 98.9 | 99.0 | 1308.6 | 90.3 | 0.6 | 2.95 | 24.00 | 32.2 | 12 | 5.0 | 975.0 | 1 | 18535 | 18.81 | 24940 | 25.31 |
| 1984 | 949.3 | 98.9 | 99.0 | 1277.5 | 86.5 | 0.0 | 2.95 | 19.00 | 46.3 | 12 | 52.8 | 925.0 | 0 | 16740 | 17.63 | 22530 | 23.73 |
| 1983 | 930.0 | 99.0 | 98.7 | 992.7 | 97.7 | 0.0 | 2.50 | 17.00 | 43.3 | 12 | 42.2 | 925.0 | 3 | 15560 | 16.73 | 20940 | 22.52 |

* See Special Notes - Page 7
#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Travel (cont.)** | | | | | | | | | | | | | | | | | |
| **TRAVELER*#** | | | | | | | | | | | | | | | | | |
| 1987 | 802.2 | 99.3 | 100.0 | 864.2 | 73.3 | 3.7 | 5.60 | 14.95 | 33.3 | 4 | .2 | 775.0 | 0 | 14440 | 18.00 | 19250 | 24.00 |
| 1986 | 856.7 | 99.3 | 100.0 | 786.6 | 83.1 | 0.0 | 5.60 | 14.95 | 33.3 | 4 | 33.6 | 775.0 | 0 | 14440 | 16.86 | 19250 | 22.47 |
| 1985 | 1009.1 | 99.2 | 100.0 | 953.2 | 100.0 | 0.0 | 4.85 | 12.95 | 33.2 | 4 | 72.4 | 1000.0 | 1 | 17980 | 17.82 | 24200 | 23.98 |
| 1984 | 923.4 | 99.2 | 99.9 | 1744.6 | 100.0 | 0.0 | 4.70 | 12.50 | 33.5 | 4 | .0 | 1000.0 | 2 | 16345 | 17.70 | 22000 | 23.82 |
| 1983 | | | | | | | | | | | | | | | | | |
| **TV & Radio/Communications & Electronics** | | | | | | | | | | | | | | | | | |
| **SATELLITE ORBIT** | | | | | | | | | | | | | | | | | |
| 1987 | 450.9 | 99.8 | 65.9 | 254.5 | 75.7 | 15.1 | 4.95 | 48.00 | 19.2 | 12 | 14.2 | 450.0 | 8 | 8500 | 18.85 | 11900 | 26.39 |
| 1986 | 437.2 | 99.8 | 65.7 | 284.1 | 88.4 | 1.5 | 4.95 | 48.00 | 19.2 | 12 | 12.2 | 500.0 | 2 | 7500 | 17.15 | 10500 | 24.02 |
| 1985 | | | | | | | | | | | | | | | | | |
| 1984 | | | | | | | | | | | | | | | | | |
| 1983 | | | | | | | | | | | | | | | | | |
| **VIDEO#** | | | | | | | | | | | | | | | | | |
| 1987 | 394.8 | 98.9 | 81.9 | 345.2 | 3.1 | 0.0 | 1.95 | 12.00 | 48.7 | 12 | 8.8 | 400.0 | 0 | 12620 | 31.97 | 16000 | 40.53 |
| 1986 | 348.3 | 98.8 | 78.5 | 321.4 | 8.6 | 0.0 | 1.95 | 12.00 | 48.7 | 12 | 16.3 | 340.0 | 4 | 10730 | 30.81 | 13600 | 39.05 |
| 1985 | 321.2 | 98.9 | 74.7 | 219.4 | 3.9 | 0.0 | 2.50 | 15.00 | 50.0 | 12 | 38.4 | 340.0 | 2 | 10730 | 33.41 | 13600 | 42.34 |
| 1984 | 279.2 | 98.7 | 70.8 | 213.9 | 12.7 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | 48.6 | 300.0 | 7 | 8520 | 30.52 | 10800 | 38.68 |
| 1983 | 235.5 | 98.8 | 68.6 | 205.5 | 13.4 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | 27.5 | 275.0 | 1 | 7410 | 31.46 | 9390 | 39.87 |
| **Women's** | | | | | | | | | | | | | | | | | |
| **COSMOPOLITAN** | | | | | | | | | | | | | | | | | |
| 1987 | 2896.5 | 99.0 | 12.4 | 380.7 | 31.0 | 0.4 | 1.95 | 24.97 | 6.7– | 12 | .0 | 2500.0 | 0 | 34100 | 11.77 | 45890 | 15.84 |
| 1986 | 2904.3 | 98.9 | 11.8 | 358.2 | 29.4 | 0.8 | 1.95 | 24.97 | 6.7– | 12 | .0 | 2500.0 | 0 | 32170 | 11.08 | 43290 | 14.91 |
| 1985 | 2921.5 | 99.0 | 10.4 | 316.3 | 29.7 | 0.6 | 1.95 | 24.97 | 6.7– | 12 | .0 | 2500.0 | 0 | 29870 | 10.22 | 40195 | 13.76 |
| 1984 | 2907.1 | 98.9 | 9.5 | 308.6 | 28.2 | 0.5 | 1.95 | 24.97 | 6.7– | 12 | .0 | 2500.0 | 0 | 27180 | 9.35 | 36575 | 12.58 |
| 1983 | 3011.2 | 99.0 | 7.4 | 245.1 | 28.3 | 0.0 | 1.75 | 24.00 | 14.3– | 12 | .0 | 2350.0 | 0 | 23905 | 7.94 | 32170 | 10.68 |
| **ESSENCE** | | | | | | | | | | | | | | | | | |
| 1987 | 801.3 | 99.7 | 74.2 | 710.7 | 25.7 | 0.0 | 1.50 | 12.00 | 33.3 | 12 | 15.0 | 800.0 | 6 | 12820 | 16.00 | 19240 | 24.01 |
| 1986 | 800.2 | 99.7 | 73.7 | 682.0 | 26.3 | 0.0 | 1.50 | 12.00 | 33.3 | 12 | 48.2 | 800.0 | 7 | 12210 | 15.26 | 18320 | 22.89 |
| 1985 | 801.0 | 99.7 | 74.2 | 630.1 | 36.7 | 0.0 | 1.50 | 12.00 | 33.3 | 12 | 94.6 | 800.0 | 5 | 11100 | 13.86 | 16650 | 20.79 |
| 1984 | 700.4 | 99.8 | 70.1 | 759.7 | 23.9 | 0.0 | 1.50 | 10.00 | 44.4 | 12 | 19.2 | 700.0 | 7 | 9100 | 12.99 | 13650 | 19.49 |
| 1983 | 700.2 | 99.8 | 68.3 | 579.1 | 27.4 | 0.0 | 1.25 | 10.00 | 33.3 | 12 | 40.2 | 700.0 | 3 | 8670 | 12.38 | 13000 | 18.57 |
| **FAMILY CIRCLE#** | | | | | | | | | | | | | | | | | |
| 1987 | 5877.4 | 99.4 | 16.2 | 1874.8 | 27.4 | 1.1 | 0.99 | 16.15 | 4.0 | 17 | .0 | 6094.1 | 10 | 62900 | 10.70 | 74849 | 12.74 |
| 1986 | 6399.1 | 99.4 | 8.3 | 781.0 | 77.6 | 1.0 | 0.95 | 16.15 | 0.0 | 17 | .0 | 6576.5 | 10 | 62894 | 9.83 | 74848 | 11.70 |
| 1985 | 6680.9 | 99.4 | 5.4 | 497.8 | 92.7 | 0.2 | 0.89 | 15.13 | 0.0 | 17 | .0 | 7026.5 | 14 | 63516 | 9.51 | 75518 | 11.30 |
| 1984 | 6964.4 | 99.5 | 3.3 | 343.0 | 97.1 | 0.0 | 0.85 | 14.45 | 0.0 | 17 | .0 | 7258.8 | 12 | 59729 | 8.58 | 71079 | 10.21 |
| 1983 | 7251.5 | 99.5 | 1.8 | 203.9 | 96.8 | 0.0 | 0.75 | 12.75 | 0.0 | 17 | .0 | 7317.6 | 5 | 54091 | 7.46 | 64988 | 8.96 |



* See Special Notes - Page 7
#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **GOOD FOOD*** | | | | | | | | | | | | | | | | | |
| 1987 | 865.6 | 99.2 | 58.5 | 445.3 | 66.1 | 12.1 | 1.00 | 12.00 | 0.0 | 12 | 2.3 | 750.0 | 1 | 10325 | 11.93 | 12375 | 14.30 |
| 1986 | 679.5 | 99.1 | 40.3 | 460.6 | 40.3 | 26.3 | 1.00 | 12.00 | 9.1– | 11 | .0 | 750.0 | 5 | 9375 | 13.80 | 11250 | 16.56 |
| 1985 | | | | | | | | | | | | | | | | | |
| 1984 | | | | | | | | | | | | | | | | | |
| 1983 | | | | | | | | | | | | | | | | | |
| **GOOD HOUSEKEEPING** | | | | | | | | | | | | | | | | | |
| 1987 | 5189.1 | 99.3 | 68.0 | 3162.0 | 53.0 | 0.2 | 1.95 | 15.97 | 31.8 | 12 | .0 | 5000.0 | 0 | 66965 | 12.90 | 84025 | 16.19 |
| 1986 | 5181.6 | 99.3 | 66.8 | 2962.5 | 57.1 | 0.1 | 1.95 | 15.97 | 31.8 | 12 | .0 | 5000.0 | 0 | 63775 | 12.31 | 80025 | 15.44 |
| 1985 | 5180.1 | 99.3 | 65.5 | 2921.8 | 63.0 | 0.2 | 1.95 | 15.97 | 31.8 | 12 | .0 | 5000.0 | 0 | 59325 | 11.45 | 74440 | 14.37 |
| 1984 | 5240.5 | 99.3 | 65.0 | 2902.9 | 67.7 | 0.0 | 1.95 | 14.97 | 36.0 | 12 | .0 | 5000.0 | 0 | 55185 | 10.53 | 69245 | 13.21 |
| 1983 | 5407.0 | 99.3 | 63.5 | 2906.3 | 77.0 | 0.3 | 1.95 | 14.97 | 36.0 | 12 | .0 | 5000.0 | 0 | 50860 | 9.41 | 63820 | 11.80 |
| **LADIES HOME JOURNAL** | | | | | | | | | | | | | | | | | |
| 1987 | 5084.1 | 99.2 | 80.3 | 6525.8 | 7.3 | 0.0 | 1.50 | 19.95 | 10.8– | 12 | .0 | 5000.0 | 0 | 52300 | 10.29 | 64300 | 12.65 |
| 1986 | 5070.7 | 99.2 | 80.7 | 4268.1 | 10.4 | 0.0 | 1.50 | 19.95 | 10.8– | 12 | .0 | 5000.0 | 1 | 49800 | 9.82 | 61300 | 12.09 |
| 1985 | 5137.6 | 99.2 | 80.8 | 5520.0 | 7.7 | 0.8 | 1.50 | 20.00 | 11.1– | 12 | .0 | 5000.0 | 0 | 47000 | 9.15 | 57800 | 11.25 |
| 1984 | 5089.4 | 99.3 | 80.4 | 4720.1 | 9.7 | 17.0 | 1.50 | 20.00 | 11.1– | 12 | .0 | 5000.0 | 0 | 43900 | 8.63 | 54000 | 10.61 |
| 1983 | 5226.6 | 99.4 | 81.9 | 3220.6 | 11.7 | 22.3 | 1.50 | 17.97 | 0.2 | 12 | .0 | 5000.0 | 0 | 41000 | 7.84 | 50400 | 9.64 |
| **McCALL'S#** | | | | | | | | | | | | | | | | | |
| 1987 | 5351.4 | 99.4 | 86.5 | 2917.0 | 13.7 | 0.7 | 1.50 | 12.95 | 28.1 | 12 | 1.7 | 5000.0 | 0 | N.A. | | N.A. | |
| 1986 | 5230.9 | 99.4 | 87.3 | 4742.3 | 39.8 | 0.1 | 1.50 | 11.95 | 33.6 | 12 | 70.4 | 5000.0 | 0 | 49400 | 9.44 | 60800 | 11.62 |
| 1985 | 6272.4 | 99.4 | 88.9 | 9267.0 | 95.9 | 0.1 | 1.50 | 11.95 | 33.6 | 12 | 461.1 | 6200.0 | 1 | 57800 | 9.21 | 71100 | 11.34 |
| 1984 | 6267.7 | 99.4 | 87.9 | 7875.9 | 90.9 | 0.1 | 1.50 | 9.95 | 44.7 | 12 | .0 | 6200.0 | 1 | 52560 | 8.39 | 64620 | 10.31 |
| 1983 | 6317.8 | 99.5 | 88.1 | 5913.6 | 86.3 | 0.4 | 1.50 | 9.95 | 44.7 | 12 | .0 | 6200.0 | 0 | 48670 | 7.70 | 59830 | 9.47 |
| **MS** | | | | | | | | | | | | | | | | | |
| 1987 | 483.0 | 99.0 | 91.8 | 395.8 | 17.3 | 6.9 | 2.25 | 16.00 | 35.4 | 11 | 14.4 | 450.0 | 0 | 9290 | 19.23 | 12485 | 25.85 |
| 1986 | 482.3 | 99.2 | 92.0 | 431.6 | 10.8 | 25.0 | 2.25 | 16.00 | 40.7 | 12 | 14.7 | 450.0 | 0 | 8600 | 17.83 | 11560 | 23.97 |
| 1985 | 458.5 | 99.1 | 90.3 | 368.3 | 11.3 | 37.9 | 1.95 | 16.00 | 31.6 | 12 | 1.3 | 450.0 | 0 | 8600 | 18.75 | 11560 | 25.21 |
| 1984 | 469.6 | 99.1 | 89.9 | 284.1 | 12.0 | 11.3 | 1.75 | 14.00 | 33.3 | 12 | 2.2 | 450.0 | 0 | 7960 | 16.95 | 10700 | 22.79 |
| 1983 | 484.7 | 99.1 | 91.5 | 419.1 | 9.5 | 11.9 | 1.50 | 14.00 | 22.2 | 12 | .0 | 450.0 | 0 | 7300 | 15.06 | 9800 | 20.22 |
| **NEW WOMAN** | | | | | | | | | | | | | | | | | |
| 1987 | 1263.2 | 99.0 | 52.3 | 896.3 | 20.2 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | .0 | 1200.0 | 1 | 14560 | 11.53 | 19425 | 15.38 |
| 1986 | 1193.7 | 99.0 | 50.2 | 696.3 | 21.3 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | .0 | 1150.0 | 4 | 12610 | 10.56 | 16820 | 14.09 |
| 1985 | 1156.3 | 99.0 | 46.4 | 750.6 | 24.4 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | 6.7 | 1150.0 | 1 | 10350 | 8.95 | 13800 | 11.93 |
| 1984 | 1012.2 | 99.0 | 38.0 | 474.8 | 79.0 | 0.0 | 1.75 | 15.00 | 28.6 | 12 | 84.0 | 1000.0 | 3 | 9405 | 9.29 | 12540 | 12.39 |
| 1983 | 1021.3 | 98.9 | 37.7 | 413.3 | 76.0 | 0.0 | 1.75 | 15.00 | 28.6 | 12 | 89.1 | 1000.0 | 2 | 8550 | 8.37 | 11400 | 11.16 |
| **PARENTS** | | | | | | | | | | | | | | | | | |
| 1987 | 1741.5 | 99.2 | 92.7 | 2096.3 | 3.9 | 0.5 | 1.95 | 18.00 | 23.1 | 12 | .0 | 1675.0 | 0 | 29870 | 17.15 | 38235 | 21.96 |
| 1986 | 1725.2 | 99.1 | 93.6 | 2048.2 | 4.0 | 2.0 | 1.95 | 18.00 | 23.1 | 12 | .0 | 1675.0 | 0 | 29870 | 17.31 | 38235 | 22.16 |
| 1985 | 1718.1 | 99.1 | 94.3 | 2089.4 | 4.7 | 1.1 | 1.95 | 18.00 | 23.1 | 12 | .0 | 1675.0 | 0 | 27490 | 16.00 | 35190 | 20.48 |
| 1984 | 1687.1 | 99.2 | 94.6 | 1908.7 | 5.2 | 0.7 | 1.95 | 18.00 | 23.1 | 12 | .0 | 1675.0 | 1 | 25740 | 15.26 | 32950 | 19.53 |
| 1983 | 1693.9 | 99.2 | 93.9 | 2059.3 | 8.4 | 1.0 | 1.50 | 14.00 | 22.2 | 12 | .0 | 1675.0 | 0 | 24750 | 14.61 | 31680 | 18.70 |

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| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Women's (cont.)** | | | | | | | | | | | | | | | | | |
| **REDBOOK** | | | | | | | | | | | | | | | | | |
| 1987 | 4015.4 | 99.4 | 80.2 | 3162.4 | 5.1 | 0.4 | 1.50 | 11.97 | 33.5 | 12 | .0 | 3800.0 | 0 | 43875 | 10.93 | 58020 | 14.45 |
| 1986 | 3950.5 | 99.4 | 81.8 | 2588.1 | 6.4 | 0.4 | 1.50 | 11.97 | 33.5 | 12 | .0 | 3800.0 | 0 | 41785 | 10.58 | 55255 | 13.99 |
| 1985 | 4149.4 | 99.4 | 82.3 | 2819.4 | 10.1 | 1.0 | 1.50 | 11.97 | 33.5 | 12 | .0 | 3800.0 | 0 | 38870 | 9.37 | 51400 | 12.39 |
| 1984 | 3974.5 | 99.4 | 83.4 | 3267.6 | 9.6 | 1.0 | 1.50 | 11.97 | 33.5 | 12 | .0 | 3800.0 | 0 | 35495 | 8.93 | 46940 | 11.81 |
| 1983 | 3951.0 | 99.5 | 84.2 | 2262.2 | 19.5 | 2.0 | 1.50 | 11.97 | 33.5 | 12 | .0 | 3800.0 | 0 | 32270 | 8.17 | 42675 | 10.80 |
| **SELF#** | | | | | | | | | | | | | | | | | |
| 1987 | 1130.1 | 99.1 | 43.9 | 545.6 | 69.8 | 0.8 | 1.95 | 15.00 | 35.9 | 12 | 6.6 | 1000.0 | 0 | 17700 | 15.66 | 26430 | 23.39 |
| 1986 | 1070.5 | 99.2 | 43.9 | 466.2 | 85.3 | 0.2 | 1.95 | 15.00 | 35.9 | 12 | 18.5 | 1000.0 | 2 | 16540 | 15.45 | 24700 | 23.07 |
| 1985 | 1105.9 | 99.2 | 46.2 | 477.5 | 83.1 | 0.3 | 1.95 | 15.00 | 35.9 | 12 | .0 | 1000.0 | 1 | 15040 | 13.60 | 22450 | 20.30 |
| 1984 | 1077.9 | 99.2 | 49.3 | 546.9 | 87.2 | 0.1 | 1.95 | 12.00 | 48.7 | 12 | 5.8 | 1000.0 | 2 | 13925 | 12.92 | 23725 | 22.01 |
| 1983 | 1088.1 | 99.1 | 46.8 | 640.0 | 85.3 | 3.0 | 1.75 | 12.00 | 42.9 | 12 | .0 | 950.0 | 0 | 12000 | 11.03 | 17900 | 16.45 |
| **SEVENTEEN#** | | | | | | | | | | | | | | | | | |
| 1987 | 1863.4 | 99.2 | 74.7 | 1711.6 | 76.9 | 0.0 | 1.50 | 13.95 | 22.5 | 12 | .0 | 1700.0 | 0 | 21100 | 11.32 | 30575 | 16.41 |
| 1986 | 1828.5 | 99.3 | 72.6 | 1537.2 | 73.2 | 0.0 | 1.50 | 13.95 | 22.5 | 12 | .0 | 1625.0 | 0 | 19450 | 10.64 | 28175 | 15.41 |
| 1985 | 1744.1 | 99.3 | 70.4 | 1521.1 | 77.0 | 0.0 | 1.50 | 13.95 | 22.5 | 12 | .0 | 1600.0 | 0 | 17925 | 10.28 | 25975 | 14.89 |
| 1984 | 1719.9 | 99.3 | 70.5 | 1427.6 | 73.3 | 0.0 | 1.50 | 13.95 | 22.5 | 12 | .0 | 1550.0 | 0 | 16375 | 9.52 | 23725 | 13.79 |
| 1983 | 1606.2 | 99.3 | 66.5 | 1360.5 | 88.4 | 0.0 | 1.50 | 11.95 | 33.6 | 12 | 11.8 | 1500.0 | 0 | 14450 | 9.00 | 20900 | 13.01 |
| **SHAPE** | | | | | | | | | | | | | | | | | |
| 1987 | 680.7 | 98.4 | 32.4 | 251.5 | 81.8 | 11.7 | 2.00 | 20.00 | 16.7 | 12 | .0 | N.C. | N.A. | 9000 | 13.22 | 12000 | 17.63 |
| 1986 | 587.6 | 98.4 | 28.1 | 185.8 | 53.5 | 14.3 | 2.00 | 20.00 | 16.7 | 12 | .0 | N.C. | N.A. | 8300 | 14.13 | 11200 | 19.06 |
| 1985 | 533.0 | 98.5 | 24.9 | 170.9 | 87.3 | 15.0 | 1.95 | 20.00 | 14.5 | 12 | .0 | N.C. | N.A. | 6690 | 12.55 | 9075 | 17.03 |
| 1984 | 489.9 | 98.5 | 24.8 | 173.8 | 77.3 | 12.7 | 1.95 | 20.00 | 14.5 | 12 | .0 | N.C. | N.A. | 5535 | 11.30 | 7475 | 15.26 |
| 1983 | 401.7 | 98.4 | 32.9 | 271.1 | 93.2 | 2.2 | 1.95 | 20.00 | 14.5 | 12 | .0 | N.C. | N.A. | 4672 | 11.63 | 6307 | 15.70 |
| **SOAP OPERA DIGEST#** | | | | | | | | | | | | | | | | | |
| 1987 | 1004.5 | 99.3 | 31.7 | 425.8 | 23.4 | 0.0 | 1.75 | 39.00 | 14.3 | 26 | .0 | 800.0 | 0 | 9710 | 9.67 | 11320 | 11.27 |
| 1986 | 810.6 | 99.3 | 36.0 | 373.8 | 21.5 | 0.0 | 1.50 | 56.75 | 45.5– | 26 | .0 | 725.0 | 1 | 8480 | 10.46 | 9890 | 12.20 |
| 1985 | 767.6 | 99.3 | 42.6 | 289.8 | 30.9 | 0.0 | 1.50 | 56.75 | 40.1– | 27 | .0 | 675.0 | 0 | 8185 | 10.66 | 9550 | 12.44 |
| 1984 | 820.6 | 99.3 | 47.0 | 384.4 | 35.7 | 0.0 | 1.25 | 26.00 | 20.0 | 26 | .0 | 675.0 | 0 | 7440 | 9.07 | 8680 | 10.58 |
| 1983 | 710.1 | 99.4 | 51.4 | 499.5 | 18.6 | 0.0 | 1.25 | 24.70 | 24.0 | 26 | .0 | 650.0 | 0 | 6230 | 8.77 | 7270 | 10.24 |
| **'TEEN** | | | | | | | | | | | | | | | | | |
| 1987 | 1185.6 | 99.2 | 72.8 | 891.6 | 35.7 | 0.9 | 1.75 | 14.95 | 28.8 | 12 | .0 | 1000.0 | 0 | 11500 | 9.70 | 17250 | 14.55 |
| 1986 | 1152.9 | 99.2 | 72.9 | 1042.5 | 33.7 | 3.7 | 1.50 | 12.95 | 28.1 | 12 | .0 | 1000.0 | 0 | 10700 | 9.28 | 16050 | 13.92 |
| 1985 | 1039.4 | 99.2 | 71.8 | 935.4 | 32.5 | 7.7 | 1.75 | 12.95 | 38.3 | 12 | 37.8 | 1000.0 | 4 | 10000 | 9.62 | 15000 | 14.43 |
| 1984 | 1002.0 | 99.2 | 72.4 | 747.5 | 49.6 | 10.6 | 1.50 | 11.95 | 33.6 | 12 | 28.5 | 1000.0 | 6 | 9500 | 9.48 | 14250 | 14.22 |
| 1983 | 1014.6 | 99.2 | 68.2 | 777.9 | 37.9 | 10.4 | 1.50 | 11.95 | 33.6 | 12 | .0 | 1000.0 | 3 | 8970 | 8.84 | 13455 | 13.26 |



#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | | | | | Women's (cont.) |
| **TRUE STORY#** | | | | | | | | | | | | | | | | | |
| 1987 | 1361.1 | 99.2 | 81.0 | 1184.1 | 3.7 | 0.0 | 1.50 | 14.95 | 16.9 | 12 | .0 | 1300.0 | 0 | 13355 | 9.81 | 17360 | 12.75 |
| 1986 | 1424.7 | 99.2 | 80.6 | 1170.5 | 2.3 | 0.0 | 1.25 | 14.95 | 0.3 | 12 | .0 | 1450.0 | 5 | 14875 | 10.44 | 19360 | 13.59 |
| 1985 | 1518.7 | 99.3 | 80.8 | 1152.4 | 2.2 | 0.0 | 1.25 | 14.95 | 0.3 | 12 | .0 | 1540.0 | 7 | 15800 | 10.40 | 20560 | 13.54 |
| 1984 | 1513.2 | 99.3 | 81.0 | 1251.6 | 2.4 | 0.0 | 1.25 | 14.95 | 0.3 | 12 | .0 | 1540.0 | 5 | 14630 | 9.67 | 19035 | 12.58 |
| 1983 | 1561.8 | 99.4 | 79.5 | 1463.8 | 3.1 | 0.0 | 1.25 | 12.95 | 13.7 | 12 | .0 | 1475.0 | 0 | 12965 | 8.30 | 16880 | 10.81 |
| **W** | | | | | | | | | | | | | | | | | |
| 1987 | 229.4 | 99.3 | 88.2 | 287.4 | 23.2 | 0.0 | 2.50 | 30.00 | 53.8 | 26 | 2.9 | 225.0 | 2 | 13880 | 60.51 | 17910 | 78.07 |
| 1986 | 219.4 | 99.2 | 87.1 | 260.4 | 40.7 | 0.1 | 2.50 | 30.00 | 53.8 | 26 | 17.3 | 225.0 | 7 | 12990 | 59.21 | 16990 | 77.44 |
| 1985 | 212.6 | 99.3 | 87.8 | 203.5 | 66.0 | 0.0 | 2.50 | 30.00 | 53.8 | 26 | .0 | 200.0 | 1 | 12230 | 57.53 | 15900 | 74.79 |
| 1984 | 209.2 | 99.4 | 89.1 | 221.4 | 78.9 | 0.0 | 2.00 | 26.00 | 50.0 | 26 | .0 | 200.0 | 0 | 11120 | 53.15 | 14200 | 67.88 |
| 1983 | 210.4 | 99.3 | 90.3 | 224.0 | 63.5 | 0.0 | 2.00 | 26.00 | 50.0 | 26 | .0 | 200.0 | 0 | 9500 | 45.15 | 12140 | 57.70 |
| **WOMAN'S DAY#** | | | | | | | | | | | | | | | | | |
| 1987 | 5617.3 | 99.4 | 1.6 | 246.9 | 89.0 | 0.0 | 0.99 | 15.13 | 1.9– | 15 | .0 | 5513.3 | 5 | 56560 | 10.07 | 67709 | 12.05 |
| 1986 | 5691.1 | 99.3 | 1.2 | 79.9 | 100.0 | 0.0 | 0.99 | 15.13 | 10.1 | 17 | .0 | 6253.0 | 13 | 60030 | 10.55 | 71881 | 12.63 |
| 1985 | 6367.4 | 99.3 | 1.0 | 57.2 | 99.6 | 0.0 | 0.89 | 15.13 | 6.3– | 16 | .0 | 6612.5 | 11 | 59663 | 9.37 | 7034 | 1.10 |
| 1984 | 6676.7 | 99.4 | 1.0 | 54.6 | 96.2 | 0.0 | 0.89 | 13.35 | 0.0 | 15 | .0 | 6973.3 | 13 | 58768 | 8.80 | 70343 | 10.54 |
| 1983 | 6989.9 | 99.4 | 0.7 | 46.9 | 100.0 | 0.0 | 0.79 | 11.85 | 0.0 | 15 | .0 | 6973.3 | 3 | 54415 | 7.78 | 65159 | 9.32 |
| **WORKBASKET** | | | | | | | | | | | | | | | | | |
| 1987 | 1751.6 | 99.7 | 98.8 | 1247.9 | 21.6 | 0.0 | 1.50 | 6.00 | 60.0 | 10 | .0 | 1700.0 | 0 | 9225 | 5.27 | 12550 | 7.16 |
| 1986 | 1763.4 | 99.7 | 98.5 | 1410.3 | 18.9 | 0.0 | 1.00 | 6.00 | 40.0 | 10 | .0 | 1700.0 | 0 | 7975 | 4.52 | 10850 | 6.15 |
| 1985 | 1749.0 | 99.7 | 98.3 | 1502.6 | 32.6 | 0.0 | 1.00 | 6.00 | 40.0 | 10 | .0 | 1700.0 | 0 | 7185 | 4.11 | 9780 | 5.59 |
| 1984 | 1784.1 | 99.6 | 98.4 | 1343.1 | 42.8 | 0.0 | 1.00 | 6.00 | 40.0 | 10 | .0 | 1650.0 | 0 | 6250 | 3.50 | 8500 | 4.76 |
| 1983 | 1833.7 | 99.6 | 98.0 | 1268.1 | 52.6 | 0.0 | 1.00 | 6.00 | 40.0 | 10 | .0 | 1650.0 | 0 | 6250 | 3.41 | 8500 | 4.64 |
| **WORKING MOTHER** | | | | | | | | | | | | | | | | | |
| 1987 | 599.2 | 98.7 | 97.7 | 565.1 | 4.4 | 1.1 | 1.95 | 12.95 | 44.7 | 12 | .0 | 600.0 | 0 | 13057 | 21.79 | 17295 | 28.86 |
| 1986 | 559.8 | 98.7 | 97.2 | 907.5 | 7.7 | 0.3 | 1.95 | 11.95 | 48.9 | 12 | 12.9 | 550.0 | 1 | 12070 | 21.56 | 15990 | 28.56 |
| 1985 | 550.2 | 99.1 | 97.5 | 2255.4 | 95.9 | 2.0 | 1.95 | 11.95 | 48.9 | 12 | .0 | 550.0 | 0 | 11385 | 20.69 | 15080 | 27.41 |
| 1984 | 518.0 | 99.3 | 96.8 | 1726.9 | 97.6 | 0.2 | 1.95 | 11.95 | 48.9 | 12 | .0 | 500.0 | 0 | 9480 | 18.30 | 12580 | 24.29 |
| 1983 | 450.4 | 99.5 | 94.8 | 1934.6 | 98.9 | 0.2 | 1.95 | 9.95 | 57.5 | 12 | 13.6 | 500.0 | 0 | 8850 | 19.65 | 11750 | 26.09 |
| **WORKING WOMAN#** | | | | | | | | | | | | | | | | | |
| 1987 | 840.1 | 99.3 | 93.6 | 661.9 | 22.6 | 19.9 | 2.50 | 18.00 | 40.0 | 12 | 37.8 | 850.0 | 0 | 17500 | 20.83 | 24000 | 28.57 |
| 1986 | 763.2 | 99.3 | 95.6 | 580.5 | 21.0 | 15.9 | 2.50 | 18.00 | 40.0 | 12 | 70.2 | 770.0 | 0 | 17500 | 22.93 | 24000 | 31.45 |
| 1985 | 715.7 | 99.3 | 96.5 | 513.7 | 32.0 | 20.6 | 2.50 | 18.00 | 40.0 | 12 | 15.0 | 700.0 | 0 | 13950 | 19.49 | 19150 | 26.76 |
| 1984 | 677.5 | 99.4 | 96.4 | 513.8 | 28.4 | 14.3 | 2.50 | 18.00 | 40.0 | 12 | 10.4 | 700.0 | 0 | 12900 | 19.04 | 17700 | 26.13 |
| 1983 | 585.6 | 99.5 | 95.6 | 488.8 | 44.2 | 14.4 | 2.00 | 16.00 | 33.3 | 12 | 8.1 | 575.0 | 0 | 9500 | 16.22 | 13100 | 22.37 |

#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Women's/Men's Fashions, Beauty & Grooming** | | | | | | | | | | | | | | | | | |
| **ELLE*#** | | | | | | | | | | | | | | | | | |
| 1987 | 785.2 | 99.1 | 37.9 | 409.7 | 8.5 | 0.0 | 2.50 | 24.00 | 20.0 | 12 | .0 | 700.0 | 0 | 15400 | 19.61 | 23100 | 29.42 |
| 1986 | 536.3 | 99.2 | 37.8 | 342.4 | 3.1 | 25.8 | 2.50 | 24.00 | 20.0 | 12 | .0 | 400.0 | 0 | 8805 | 16.42 | 13205 | 24.62 |
| 1985 | | | | | | | | | | | | | | | | | |
| 1984 | | | | | | | | | | | | | | | | | |
| 1983 | | | | | | | | | | | | | | | | | |
| **GLAMOUR#** | | | | | | | | | | | | | | | | | |
| 1987 | 2278.8 | 99.2 | 30.3 | 645.6 | 60.6 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | .0 | 2000.0 | 0 | 29540 | 12.96 | 41630 | 18.27 |
| 1986 | 2306.9 | 99.2 | 31.0 | 682.6 | 60.0 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | .0 | 2000.0 | 0 | 27600 | 11.96 | 38900 | 16.86 |
| 1985 | 2284.1 | 99.3 | 33.0 | 708.2 | 58.9 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | .0 | 2000.0 | 0 | 25100 | 10.99 | 35400 | 15.50 |
| 1984 | 2273.4 | 99.3 | 34.7 | 745.2 | 63.1 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | .0 | 2000.0 | 1 | 23250 | 10.23 | 32800 | 14.43 |
| 1983 | 2224.3 | 99.3 | 36.6 | 797.5 | 64.1 | 0.0 | 1.75 | 12.00 | 42.9 | 12 | .0 | 1900.0 | 0 | 20100 | 9.04 | 28370 | 12.75 |
| **HARPER'S BAZAAR** | | | | | | | | | | | | | | | | | |
| 1987 | 740.8 | 98.9 | 47.2 | 423.3 | 25.3 | 0.0 | 2.50 | 16.97 | 43.3 | 12 | .0 | 700.0 | 0 | 17100 | 23.08 | 24720 | 33.37 |
| 1986 | 726.6 | 99.0 | 41.4 | 270.6 | 37.3 | 0.0 | 2.00 | 16.97 | 29.3 | 12 | .0 | 700.0 | 1 | 16160 | 22.24 | 23365 | 32.16 |
| 1985 | 754.7 | 99.0 | 40.8 | 322.6 | 37.7 | 0.0 | 2.00 | 16.97 | 29.3 | 12 | .0 | 700.0 | 0 | 15030 | 19.92 | 21735 | 28.80 |
| 1984 | 734.8 | 99.0 | 40.0 | 298.0 | 34.8 | 0.0 | 2.00 | 16.97 | 29.3 | 12 | .0 | 675.0 | 0 | 13675 | 18.61 | 17210 | 23.42 |
| 1983 | 710.2 | 99.0 | 40.4 | 268.6 | 36.2 | 0.0 | 2.00 | 16.97 | 29.3 | 12 | .0 | 650.0 | 0 | 12430 | 17.50 | 17980 | 25.32 |
| **MADEMOISELLE#** | | | | | | | | | | | | | | | | | |
| 1987 | 1240.9 | 99.1 | 26.6 | 324.3 | 57.3 | 1.7 | 1.95 | 15.00 | 35.9 | 12 | 10.0 | 1100.0 | 0 | 18840 | 15.18 | 27390 | 22.07 |
| 1986 | 1251.0 | 99.1 | 26.9 | 323.6 | 64.8 | 1.1 | 1.95 | 15.00 | 35.9 | 12 | .0 | 1100.0 | 1 | 17600 | 14.07 | 25600 | 20.46 |
| 1985 | 1215.4 | 99.2 | 28.5 | 338.7 | 67.5 | 0.5 | 1.95 | 15.00 | 35.9 | 12 | .0 | 1100.0 | 3 | 16000 | 13.16 | 23300 | 19.17 |
| 1984 | 1187.1 | 99.2 | 28.4 | 360.8 | 69.1 | 0.0 | 1.95 | 12.00 | 48.7 | 12 | 2.0 | 1100.0 | 2 | 14810 | 12.48 | 21570 | 18.17 |
| 1983 | 1188.9 | 99.2 | 29.5 | 349.3 | 66.2 | 0.0 | 1.75 | 12.00 | 42.9 | 12 | .0 | 1000.0 | 1 | 12850 | 10.81 | 18720 | 15.75 |
| **VOGUE** | | | | | | | | | | | | | | | | | |
| 1987 | 1252.6 | 99.1 | 36.0 | 459.1 | 76.7 | 0.0 | 3.00 | 24.00 | 33.3 | 12 | .0 | 1000.0 | 0 | 20440 | 16.32 | 29430 | 23.50 |
| 1986 | 1236.3 | 99.1 | 35.7 | 483.6 | 80.5 | 0.0 | 3.00 | 24.00 | 33.3 | 12 | .0 | 1000.0 | 0 | 19100 | 15.45 | 27500 | 22.24 |
| 1985 | 1187.7 | 99.1 | 36.4 | 464.0 | 81.0 | 0.0 | 3.00 | 24.00 | 33.3 | 12 | .0 | 1000.0 | 0 | 17400 | 14.65 | 25000 | 21.05 |
| 1984 | 1164.0 | 99.0 | 36.3 | 459.0 | 83.3 | 0.0 | 3.00 | 24.00 | 33.3 | 12 | .0 | 950.0 | 0 | 15400 | 13.23 | 22000 | 18.90 |
| 1983 | 1114.3 | 99.0 | 38.5 | 439.0 | 81.8 | 0.0 | 3.00 | 24.00 | 33.3 | 12 | .0 | 950.0 | 0 | 14000 | 12.56 | 20000 | 17.95 |
| **Youth** | | | | | | | | | | | | | | | | | |
| **BOYS' LIFE** | | | | | | | | | | | | | | | | | |
| 1987 | 1392.9 | 99.3 | 100.0 | 1638.4 | 5.4 | 0.0 | 1.50 | 13.20 | 26.7 | 12 | .0 | 1300.0 | 5 | 11860 | 8.51 | 16560 | 11.89 |
| 1986 | 1334.2 | 99.3 | 100.0 | 1823.7 | 10.1 | 0.0 | 1.50 | 13.20 | 26.7 | 12 | .0 | 1300.0 | 6 | 11860 | 8.89 | 16560 | 12.41 |
| 1985 | 1431.1 | 99.3 | 100.0 | 1617.7 | 5.5 | 0.0 | 1.50 | 13.20 | 26.7 | 12 | 243.0 | 1475.0 | 6 | 11860 | 8.29 | 16560 | 11.57 |
| 1984 | 1463.0 | 99.3 | 100.0 | 1644.1 | 8.7 | 0.0 | 1.00 | 10.80 | 10.0 | 12 | 189.3 | 1475.0 | 6 | 11130 | 7.61 | 15540 | 10.62 |
| 1983 | 1474.7 | 99.3 | 100.0 | 1740.2 | 7.8 | 0.0 | 1.00 | 10.80 | 10.0 | 12 | 47.5 | 1475.0 | 2 | 10450 | 7.09 | 14590 | 9.89 |



* See Special Notes - Page 7
#See Special Notes - Page 8

# U.S. FIVE YEAR TREND INDICES BY CLASSIFICATION

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| **Automotive** | | | | |
| 1987 | 102.7 | 109.9 | 89.6 | 101.8 |
| 1986 | 102.9 | 106.7 | 96.1 | 96.7 |
| 1985 | 105.9 | 109.3 | 99.6 | 91.8 |
| 1984 | 104.3 | 107.6 | 98.4 | 96.2 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Boating & Yachting** | | | | |
| 1987 | 129.1 | 130.4 | 124.4 | 139.5 |
| 1986 | 122.4 | 124.4 | 115.1 | 145.2 |
| 1985 | 116.0 | 116.5 | 114.1 | 128.0 |
| 1984 | 115.0 | 115.6 | 112.7 | 123.3 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Brides, Bridal** | | | | |
| 1987 | 109.3 | 124.0 | 107.6 | 105.1 |
| 1986 | 102.3 | 127.3 | 99.3 | 136.4 |
| 1985 | 101.8 | 107.3 | 101.2 | 118.2 |
| 1984 | 101.3 | 105.1 | 100.8 | 107.6 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Business & Finance** | | | | |
| 1987 | 119.1 | 120.6 | 95.9 | 135.5 |
| 1986 | 114.1 | 115.8 | 87.5 | 127.8 |
| 1985 | 112.4 | 114.1 | 87.7 | 127.7 |
| 1984 | 108.1 | 109.0 | 95.3 | 125.7 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Campers, RV, Mobile Homes & Trailers** | | | | |
| 1987 | 101.8 | 101.6 | 105.5 | 147.7 |
| 1986 | 96.4 | 95.9 | 104.9 | 115.9 |
| 1985 | 95.0 | 94.8 | 98.4 | 108.7 |
| 1984 | 94.5 | 94.2 | 99.5 | 108.3 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Camping & Outdoor Recreation** | | | | |
| 1987 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1986 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1985 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1984 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1983 | 0.0 | 0.0 | 0.0 | 0.0 |

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| **Computers** | | | | |
| 1987 | 213.8 | 298.0 | 74.0 | 250.7 |
| 1986 | 208.0 | 286.0 | 78.5 | 249.1 |
| 1985 | 199.6 | 272.9 | 78.0 | 275.3 |
| 1984 | 171.0 | 224.2 | 82.8 | 323.6 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Crafts, Games, Hobbies & Models** | | | | |
| 1987 | 102.2 | 101.3 | 105.0 | 82.8 |
| 1986 | 109.9 | 111.7 | 103.9 | 96.5 |
| 1985 | 112.9 | 116.7 | 100.2 | 93.9 |
| 1984 | 113.2 | 114.2 | 109.7 | 107.1 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Epicurean** | | | | |
| 1987 | 119.3 | 125.1 | 85.1 | 132.2 |
| 1986 | 116.9 | 121.3 | 91.0 | 132.5 |
| 1985 | 120.8 | 124.8 | 96.9 | 117.3 |
| 1984 | 105.2 | 106.9 | 95.4 | 116.2 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Fishing & Hunting** | | | | |
| 1987 | 101.9 | 104.0 | 79.3 | 112.5 |
| 1986 | 101.3 | 103.3 | 80.0 | 107.1 |
| 1985 | 103.4 | 104.9 | 87.2 | 109.1 |
| 1984 | 102.5 | 103.4 | 91.8 | 105.0 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Fraternal, Clubs & Associations** | | | | |
| 1987 | 110.6 | 110.6 | 0.0 | 140.6 |
| 1986 | 102.6 | 102.6 | 0.0 | 140.7 |
| 1985 | 100.6 | 100.6 | 0.0 | 139.7 |
| 1984 | 99.7 | 99.7 | 0.0 | 98.0 |
| 1983 | 100.0 | 100.0 | 0.0 | 100.0 |
| **Gardening** | | | | |
| 1987 | 88.9 | 88.9 | 91.5 | 100.1 |
| 1986 | 93.5 | 93.5 | 93.5 | 98.7 |
| 1985 | 96.2 | 96.3 | 95.0 | 96.0 |
| 1984 | 101.5 | 101.5 | 105.0 | 113.9 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |

See Page 10 for Listing of Publications by Classification

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| **General Editorial** | | | | |
| 1987 | 100.7 | 102.1 | 92.7 | 106.8 |
| 1986 | 101.3 | 102.2 | 95.9 | 105.2 |
| 1985 | 101.2 | 102.5 | 93.7 | 107.2 |
| 1984 | 99.8 | 101.0 | 92.7 | 105.0 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Health** | | | | |
| 1987 | 117.0 | 115.6 | 144.3 | 112.5 |
| 1986 | 113.7 | 113.6 | 115.3 | 106.9 |
| 1985 | 116.2 | 116.1 | 117.8 | 95.5 |
| 1984 | 113.7 | 114.5 | 97.7 | 105.6 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Home Service & Home** | | | | |
| 1987 | 111.5 | 109.9 | 126.3 | 121.7 |
| 1986 | 109.7 | 108.5 | 120.5 | 111.5 |
| 1985 | 108.9 | 107.6 | 120.4 | 108.6 |
| 1984 | 105.9 | 103.7 | 125.6 | 106.9 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Mechanics & Science** | | | | |
| 1987 | 92.2 | 95.4 | 73.9 | 101.8 |
| 1986 | 92.3 | 94.5 | 79.4 | 92.0 |
| 1985 | 96.1 | 98.5 | 82.6 | 93.4 |
| 1984 | 99.3 | 100.9 | 90.4 | 103.1 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Men's** | | | | |
| 1987 | 81.4 | 103.1 | 68.5 | 122.7 |
| 1986 | 84.1 | 108.3 | 69.7 | 110.8 |
| 1985 | 96.2 | 109.1 | 88.6 | 125.7 |
| 1984 | 101.4 | 104.5 | 99.6 | 115.9 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Metropolitan/Regional/State** | | | | |
| 1987 | 131.4 | 138.3 | 96.2 | 151.4 |
| 1986 | 125.5 | 131.5 | 95.1 | 164.8 |
| 1985 | 117.2 | 120.6 | 100.0 | 139.7 |
| 1984 | 104.3 | 105.7 | 97.4 | 121.1 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Motorcycle** | | | | |
| 1987 | 76.0 | 75.5 | 77.1 | 69.3 |
| 1986 | 83.5 | 84.1 | 82.1 | 67.7 |
| 1985 | 89.7 | 92.0 | 84.0 | 83.3 |
| 1984 | 95.0 | 95.4 | 94.1 | 99.8 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| **Music** | | | | |
| 1987 | 121.9 | 127.6 | 105.0 | 131.9 |
| 1986 | 124.4 | 132.1 | 102.0 | 113.0 |
| 1985 | 120.7 | 125.1 | 107.8 | 124.3 |
| 1984 | 105.3 | 106.7 | 101.1 | 123.0 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **News-Weeklies** | | | | |
| 1987 | 104.3 | 110.5 | 92.6 | 114.6 |
| 1986 | 102.1 | 106.5 | 93.6 | 109.0 |
| 1985 | 101.2 | 105.2 | 93.6 | 109.0 |
| 1984 | 100.9 | 103.5 | 95.8 | 107.1 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **News-Biweeklies, Semi-Monthlies** | | | | |
| 1987 | 106.2 | 146.3 | 69.3 | 138.0 |
| 1986 | 92.4 | 120.8 | 66.4 | 137.3 |
| 1985 | 86.6 | 104.6 | 70.0 | 118.0 |
| 1984 | 92.3 | 91.5 | 93.0 | 89.9 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Photography** | | | | |
| 1987 | 96.4 | 100.8 | 75.4 | 102.1 |
| 1986 | 99.4 | 105.2 | 72.1 | 85.3 |
| 1985 | 107.1 | 112.0 | 83.9 | 87.8 |
| 1984 | 107.2 | 110.4 | 91.9 | 106.6 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Science** | | | | |
| 1987 | 153.9 | 182.4 | 87.2 | 152.3 |
| 1986 | 121.1 | 137.9 | 81.7 | 129.4 |
| 1985 | 114.0 | 127.6 | 82.3 | 133.5 |
| 1984 | 114.8 | 120.7 | 100.9 | 115.3 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Senior Citizens** | | | | |
| 1987 | 180.2 | 179.9 | 0.0 | 202.0 |
| 1986 | 156.4 | 156.5 | 204.9 | 190.7 |
| 1985 | 133.6 | 133.7 | 174.3 | 154.3 |
| 1984 | 113.5 | 113.5 | 149.3 | 130.6 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Sports** | | | | |
| 1987 | 110.8 | 112.1 | 106.2 | 122.8 |
| 1986 | 105.8 | 107.8 | 98.8 | 117.2 |
| 1985 | 102.5 | 105.4 | 92.0 | 112.6 |
| 1984 | 102.4 | 104.8 | 94.1 | 106.4 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |

See Page 10 for Listing of Publications by Classification

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| **Travel** | | | | |
| 1987 | 144.1 | 143.7 | 264.1 | 150.8 |
| 1986 | 138.6 | 138.7 | 110.2 | 141.4 |
| 1985 | 136.1 | 136.3 | 77.3 | 131.7 |
| 1984 | 129.0 | 129.2 | 81.3 | 150.3 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **TV & Radio/Communications & Electronics** | | | | |
| 1987 | 359.1 | 383.9 | 304.9 | 291.8 |
| 1986 | 333.5 | 346.9 | 304.3 | 294.6 |
| 1985 | 136.4 | 148.5 | 110.0 | 106.8 |
| 1984 | 118.6 | 122.3 | 110.3 | 104.1 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Women's** | | | | |
| 1987 | 96.7 | 105.5 | 87.1 | 112.5 |
| 1986 | 96.1 | 101.4 | 90.3 | 103.1 |
| 1985 | 98.6 | 103.1 | 93.6 | 126.0 |
| 1984 | 98.6 | 100.7 | 96.3 | 114.9 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| **Women's/Men's Fashions, Beauty & Grooming** | | | | |
| 1987 | 120.2 | 112.7 | 124.5 | 122.0 |
| 1986 | 115.6 | 106.2 | 121.0 | 113.4 |
| 1985 | 103.9 | 97.9 | 107.3 | 98.9 |
| 1984 | 102.3 | 98.0 | 104.8 | 100.5 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Youth** | | | | |
| 1987 | 94.5 | 94.5 | 0.0 | 94.2 |
| 1986 | 90.5 | 90.5 | 0.0 | 104.8 |
| 1985 | 97.0 | 97.0 | 0.0 | 93.0 |
| 1984 | 99.2 | 99.2 | 0.0 | 94.5 |
| 1983 | 100.0 | 100.0 | 0.0 | 100.0 |

See Page 10 for Listing of Publications by Classification

# CANADIAN MAGAZINES

**CANADIAN PUBLICATION SECTION:**


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**French Section-**

Individual Publication Data .....52-55

Five Year Trend Indices for Magazines by Classification..... 56

# ALPHABETICAL LISTING OF CANADIAN PUBLICATIONS

| Publication | Section |
|---|---|
| L'Actualite | French |
| *L'Argent Et Vous | French |
| Alberta/Western Report | English |
| *Almanach du Peuple | French |
| Atlantic Insight | English |
| B.C. Outdoors | English |
| *Canadian Business | English |
| Canadian Living | English |
| Canadian Living's Food Magazine | English |
| Canadian Yachting | English |
| Chatelaine | English |
| Chatelaine (French Edition) | French |
| City & Country Home | English |
| Clin D'Oeil | French |
| *Coup de Peigne | French |
| *Coup de Pouce | French |
| *Coup de Pouce Extra | French |
| Croc | French |
| Decoration Chez-Soi | French |
| *Eastern Woods & Waters | English |
| Equinox - The Magazine of Canadian Discovery | English |
| Filles D'Aujourd'Hui | French |
| *Financial Post, The | English |
| *Financial Times of Canada | English |
| Flare | English |
| Harrowsmith Magazine | English |
| Hockey News | English |
| *Les Idees de Ma Maison | French |
| Legion Magazine | English |
| Le Lundi | French |
| Maclean's - Canada's Weekly Newsmagazine | English |
| Newfoundland Herald, The | English |
| Ontario Out of Doors | English |
| Orah | English |
| *Outdoor Canada | English |
| Pacific Yachting | English |
| *Plans de Maisons du Quebec | French |
| Quebec Science | French |
| *Quebec Yachting Voile & Moteur | French |
| Reader's Digest, The | English |
| Renovation Bricolage | French |
| *Sante | French |
| Saturday Night | English |
| Select Homes | English |
| Selection Du Reader's Digest | French |
| *Sel Et Poivre | French |
| Sentier Chasse-Peche | French |
| Sound & Vision | English |
| *Le Temps de Vivre | French |
| Time - The Weekly Newsmagazine - In Canada | English |
| Toronto Life | English |
| Toronto Life Fashion | English |
| Travel A'la Carte | English |
| TV Guide | English |
| TV Hebdo | French |
| TV Plus | French |
| Western Sportsman | English |
| *Wow! | French |
| *Your Money | English |

*See Special Notes - Pages 7 & 8

# CANADIAN PUBLICATIONS BY CLASSIFICATION

**Almanacs & Directories**
**French**
*Almanach du Peuple

**Boating & Yachting**
**English**
Canadian Yachting
Pacific Yachting
**French**
*Quebec Yachting Voile & Moteur

**Business & Finance**
**English**
*Canadian Business
*Financial Post, The
*Financial Times of Canada
*Your Money
**French**
*L'Argent Et Vous

**City Magazines**
**English**
Toronto Life

**Fishing & Hunting**
**English**
B. C. Outdoors
*Eastern Woods & Waters
Ontario Out of Doors
*Outdoor Canada
Western Sportsman
**French**
Sentier Chasse-Peche

**Food & Beverage**
**English**
Canadian Living's Food Magazine
**French**
*Coup de Pouce Extra
*Sel Et Poivre

**General Interest**
**English**
Atlantic Insight
Equinox - The Magazine of Canadian Discovery
Harrowsmith Magazine
Legion Magazine
Reader's Digest, The
Saturday Night
**French**
L'Actualite
Croc
Selection du Reader's Digest

**Health**
**French**
*Sante

**Homes**
**English**
Select Homes
City & Country Home
**French**
Decoration Chez-Soi
*Les Idees de Ma Maison
*Plans de Maisons du Quebec
Renovation Bricolage

**Music**
**French**
*Wow!

**News**
**English**
Alberta/Western Report
MacLean's - Canada's Weekly Newsmagazine
Time - The Weekly Newsmagazine - In Canada

**Science & Technology**
**French**
Quebec Science

**Senior Citizens**
**French**
*Le Temps de Vivre

**Sports & Recreation**
**English**
Hockey News

**Travel**
**English**
Travel A'la Carte

**TV & Radio**
**English**
Newfoundland Herald, The
Sound & Vision
TV Guide
**French**
TV Hebdo
TV Plus

**Women's**
**English**
Canadian Living
Chatelaine
Flare
Orah
Toronto Life Fashion
**French**
Chatelaine
Clin D'Oeil
*Coup de Peigne
*Coup de Pouce
Filles D'Aujourd'Hui
Le Lundi



*See Special Notes - Pages 7 * 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Boating & Yachting** | | | | | | | | | | | | | | | | | |
| ENGLISH | | | | | | | | | | | | | | | | | |
| **CANADIAN YACHTING** | | | | | | | | | | | | | | | | | |
| 1987 | 22.8 | 0.0 | 85.0 | 11.9 | 31.7 | 8.4 | 2.75 | 23.00 | 30.3 | 12 | 1.3 | N.C. | N.A. | 2060 | 90.35 | 2775 | 121.71 |
| 1986 | 24.0 | 0.0 | 85.8 | 14.9 | 39.6 | 37.6 | 2.50 | 20.00 | 33.3 | 12 | 3.0 | N.C. | N.A. | 1880 | 78.33 | 2525 | 105.21 |
| 1985 | 24.0 | 0.0 | 89.3 | 16.1 | 55.9 | 41.5 | 2.50 | 20.00 | 33.3 | 12 | 2.4 | N.C. | N.A. | 1700 | 70.83 | 2315 | 96.46 |
| 1984 | 24.0 | 0.0 | 86.9 | 15.5 | 43.2 | 23.7 | 2.50 | 20.00 | 33.3 | 12 | 2.0 | N.C. | N.A. | 1700 | 70.83 | 2315 | 96.46 |
| 1983 | 22.2 | 0.0 | 84.9 | 17.6 | 33.6 | 11.6 | 2.00 | 18.00 | 25.0 | 12 | 1.7 | N.C. | N.A. | 1580 | 71.17 | 2150 | 96.85 |
| **PACIFIC YACHTING** | | | | | | | | | | | | | | | | | |
| 1987 | 17.0 | 0.0 | 69.7 | 8.1 | 36.6 | 12.9 | 2.75 | 25.00 | 24.2 | 12 | .2 | N.C. | N.A. | 1700 | 100.00 | 2365 | 139.12 |
| 1986 | 16.7 | 0.0 | 68.0 | 9.3 | 82.0 | 29.3 | 2.75 | 24.00 | 27.3 | 12 | .5 | N.C. | N.A. | 1575 | 94.31 | 2190 | 131.14 |
| 1985 | 16.4 | 0.0 | 66.2 | 8.5 | 60.0 | 21.2 | 2.75 | 24.00 | 27.3 | 12 | .5 | N.C. | N.A. | 1425 | 86.89 | 2010 | 122.56 |
| 1984 | 18.2 | 0.0 | 65.1 | 9.6 | 82.4 | 2.2 | 2.75 | 23.00 | 30.3 | 12 | .6 | N.C. | N.A. | 1425 | 78.30 | 2010 | 110.44 |
| 1983 | 18.0 | 0.0 | 60.9 | 8.3 | 55.0 | 1.8 | 2.50 | 20.00 | 33.3 | 12 | .4 | N.C. | N.A. | 1357 | 75.39 | 1927 | 107.06 |
| **Business & Finance** | | | | | | | | | | | | | | | | | |
| **CANADIAN BUSINESS*** | | | | | | | | | | | | | | | | | |
| 1987 | 86.2 | 0.0 | 89.9 | 78.5 | 26.8 | 35.6 | 3.95 | 28.00 | 40.9 | 12 | 9.0 | N.C. | N.A. | 6012 | 69.74 | 7755 | 89.97 |
| 1986 | 94.9 | 0.0 | 90.6 | 78.0 | 42.8 | 31.6 | 3.00 | 28.00 | 22.2 | 12 | 10.6 | N.C. | N.A. | 5645 | 59.48 | 7280 | 76.71 |
| 1985 | 95.8 | 0.0 | 90.2 | 54.2 | 43.2 | 7.6 | 2.50 | 24.00 | 20.0 | 12 | 9.8 | N.C. | N.A. | 5275 | 55.06 | 6800 | 70.98 |
| 1984 | 94.8 | 0.0 | 92.3 | 64.2 | 47.3 | 3.5 | 2.50 | 24.00 | 20.0 | 12 | 10.7 | N.C. | N.A. | 4500 | 47.47 | 5800 | 61.18 |
| 1983 | | | | | | | | | | | | | | | | | |
| **FINANCIAL POST, THE*** | | | | | | | | | | | | | | | | | |
| 1987 | 198.8 | 0.0 | 95.1 | 171.9 | 69.5 | 31.5 | 1.25 | 39.95 | 42.9 | 56 | 10.6 | N.C. | N.A. | 5040 | 25.35 | 7850 | 39.49 |
| 1986 | 186.1 | 0.0 | 94.9 | 139.4 | 73.9 | 35.1 | 1.00 | 34.95 | 34.1 | 53 | 26.6 | N.C. | N.A. | 4755 | 25.55 | 7405 | 39.79 |
| 1985 | 180.1 | 0.0 | 95.7 | 126.0 | 73.0 | 25.7 | 1.00 | 34.95 | 32.8 | 52 | 27.7 | N.C. | N.A. | 4485 | 24.90 | 6985 | 38.78 |
| 1984 | 190.6 | 0.0 | 96.6 | 139.3 | 87.2 | 45.7 | 1.00 | 30.95 | 40.5 | 52 | 35.1 | N.C. | N.A. | 4170 | 21.88 | 6370 | 33.42 |
| 1983 | 195.2 | 0.0 | 96.5 | 134.1 | 88.2 | 38.9 | 1.00 | 29.50 | 44.3 | 53 | 26.3 | N.C. | N.A. | 3860 | 19.77 | 5860 | 30.02 |
| **FINANCIAL TIMES OF CANADA** | | | | | | | | | | | | | | | | | |
| 1987 | 110.6 | 0.0 | 96.7 | 80.2 | 97.8 | 39.9 | 1.00 | 28.00 | 46.2 | 52 | 7.6 | N.C. | N.A. | 3270 | 29.57 | 4935 | 44.62 |
| 1986 | 104.4 | 0.0 | 97.5 | 79.7 | 97.6 | 41.7 | 1.00 | 28.00 | 47.2 | 53 | 16.9 | N.C. | N.A. | 3100 | 29.69 | 4680 | 44.83 |
| 1985 | 104.8 | 0.0 | 98.2 | 85.3 | 97.5 | 41.1 | 1.00 | 26.00 | 50.0 | 52 | 15.8 | N.C. | N.A. | 2900 | 27.67 | 4375 | 41.75 |
| 1984 | 102.7 | 0.0 | 98.4 | 79.6 | 96.7 | 44.1 | 1.00 | 22.00 | 58.5 | 53 | 14.7 | N.C. | N.A. | 2660 | 25.90 | 3960 | 38.56 |
| 1983 | 103.6 | 0.0 | 98.4 | 33.5 | 95.2 | 37.2 | 1.00 | 17.00 | 67.3 | 52 | 3.9 | N.C. | N.A. | 2335 | 22.54 | 3555 | 34.31 |
| **YOUR MONEY** | | | | | | | | | | | | | | | | | |
| 1987 | 104.8 | 0.0 | 88.3 | 114.6 | 5.7 | 8.1 | 2.75 | 23.00 | 24.0 | 11 | 11.8 | N.C. | N.A. | 6160 | 58.78 | 7645 | 72.95 |
| 1986 | 106.4 | 0.0 | 84.4 | 107.3 | 23.1 | 0.4 | 2.75 | 23.00 | 4.5– | 8 | 13.1 | 100.0 | N.A. | 5055 | 47.51 | 6455 | 60.67 |
| 1985 | | | | | | | | | | | | | | | | | |
| 1984 | | | | | | | | | | | | | | | | | |
| 1983 | | | | | | | | | | | | | | | | | |

*See Special Notes - Pages 7 & 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **City Magazines** | | | | | | | | | | | | | | | | | |
| **TORONTO LIFE** | | | | | | | | | | | | | | | | | |
| 1987 | 97.8 | 0.0 | 82.6 | 79.5 | 53.8 | 44.3 | 2.50 | 22.00 | 53.7 | 19 | 6.0 | N.C. | N.A. | 4625 | 47.29 | 6182 | 63.21 |
| 1986 | 97.3 | 0.0 | 82.9 | 69.4 | 59.4 | 39.9 | 2.50 | 22.00 | 51.1 | 18 | 13.7 | N.C. | N.A. | 4322 | 44.42 | 5778 | 59.38 |
| 1985 | 95.8 | 0.0 | 84.5 | 70.0 | 65.5 | 29.8 | 2.50 | 20.00 | 55.6 | 18 | 6.4 | N.C. | N.A. | 4322 | 45.11 | 5778 | 60.31 |
| 1984 | 93.4 | 0.0 | 83.9 | 59.4 | 78.0 | 41.7 | 2.50 | 20.00 | 55.6 | 18 | 3.1 | N.C. | N.A. | 4020 | 43.04 | 5375 | 57.55 |
| 1983 | 91.1 | 0.0 | 84.7 | 59.2 | 83.7 | 28.5 | 2.00 | 16.00 | 55.6 | 18 | .0 | N.C. | N.A. | 3790 | 41.60 | 5070 | 55.65 |
| **Fishing & Hunting** | | | | | | | | | | | | | | | | | |
| **B. C. OUTDOORS** | | | | | | | | | | | | | | | | | |
| 1987 | 40.2 | 0.0 | 87.0 | 27.5 | 48.4 | 6.4 | 2.50 | 21.95 | 12.2 | 10 | .0 | N.C. | N.A. | 2082 | 51.79 | 2525 | 62.81 |
| 1986 | 40.8 | 0.0 | 85.2 | 29.6 | 51.3 | 12.4 | 2.25 | 17.95 | 20.2 | 10 | .9 | N.C. | N.A. | 1690 | 41.42 | 2215 | 54.29 |
| 1985 | 32.5 | 0.0 | 81.8 | 20.8 | 73.4 | 44.1 | 2.25 | 15.95 | 29.1 | 10 | 1.3 | N.C. | N.A. | 1556 | 47.88 | 2081 | 64.03 |
| 1984 | 32.6 | 0.0 | 81.0 | 18.6 | 69.0 | 76.5 | 2.25 | 15.95 | 29.1 | 10 | 1.4 | N.C. | N.A | 1496 | 45.89 | 2021 | 61.99 |
| 1983 | 29.1 | 0.0 | 77.6 | 25.2 | 49.8 | 82.1 | 1.75 | 12.95 | 26.0 | 10 | 1.4 | N.C. | N.A. | 1411 | 48.49 | 1936 | 66.53 |
| **EASTERN WOODS & WATERS*** | | | | | | | | | | | | | | | | | |
| 1987 | 13.4 | 0.0 | 71.6 | 13.1 | 64.6 | 0.0 | 2.25 | 16.95 | 25.6– | 6 | 1.0 | N.C. | N.A. | 1250 | 93.28 | 1875 | 139.93 |
| 1986 | | | | | | | | | | | | | | | | | |
| 1985 | | | | | | | | | | | | | | | | | |
| 1984 | | | | | | | | | | | | | | | | | |
| 1983 | | | | | | | | | | | | | | | | | |
| **ONTARIO OUT OF DOORS** | | | | | | | | | | | | | | | | | |
| 1987 | 55.7 | 0.0 | 84.7 | 34.6 | 28.0 | 14.6 | 2.50 | 22.95 | 8.2 | 10 | 3.9 | N.C. | N.A. | 2794 | 50.16 | 3319 | 59.59 |
| 1986 | 58.5 | 0.0 | 85.3 | 35.2 | 61.9 | 35.1 | 2.00 | 19.95 | 0.3 | 10 | 6.5 | N.C. | N.A | 2540 | 43.42 | 3065 | 52.39 |
| 1985 | 52.4 | 0.0 | 83.0 | 31.0 | 59.2 | 30.9 | 2.00 | 19.95 | 0.3 | 10 | .0 | N.C. | N.A | 2085 | 39.79 | 2585 | 49.33 |
| 1984 | 51.2 | 0.0 | 85.7 | 27.8 | 65.8 | 47.4 | 2.50 | 19.95 | 20.2 | 10 | .0 | N.C. | N.A. | 2085 | 40.72 | 2585 | 50.49 |
| 1983 | 51.5 | 0.0 | 85.7 | 29.6 | 54.2 | 45.4 | 2.50 | 17.95 | 28.2 | 10 | .0 | N.C. | N.A. | 1985 | 38.54 | 2485 | 48.25 |
| **OUTDOOR CANADA#** | | | | | | | | | | | | | | | | | |
| 1987 | 142.4 | 0.0 | 93.2 | 77.5 | 22.6 | 0.4 | 2.95 | 17.00 | 36.0 | 9 | 6.8 | N.C. | N.A. | 5800 | 40.73 | 6800 | 47.75 |
| 1986 | 146.4 | 0.0 | 92.1 | 79.4 | 23.5 | 11.9 | 2.50 | 14.00 | 30.0 | 8 | 19.8 | 143.0 | 1 | 5345 | 36.51 | 6320 | 43.17 |
| 1985 | 141.6 | 0.0 | 93.0 | 87.0 | 67.5 | 36.5 | 1.95 | 12.97 | 16.9 | 8 | 24.8 | 133.0 | 0 | 5345 | 37.75 | 5940 | 41.95 |
| 1984 | 131.6 | 0.0 | 93.2 | 83.2 | 76.6 | 30.7 | 1.75 | 11.77 | 15.9 | 8 | 21.2 | 113.0 | 0 | 3940 | 29.94 | 4665 | 35.45 |
| 1983 | 112.7 | 0.0 | 90.7 | 26.9 | 82.6 | 4.5 | 1.75 | 11.77 | 12.1– | 6 | 6.6 | 95.0 | 0 | 4730 | 41.97 | 5600 | 49.69 |
| **WESTERN SPORTSMAN** | | | | | | | | | | | | | | | | | |
| 1987 | 30.4 | 0.0 | 89.8 | 15.0 | 88.7 | 0.0 | 2.50 | 12.95 | 13.7 | 6 | .0 | N.C. | N.A. | 1365 | 44.90 | 1865 | 61.35 |
| 1986 | 43.0 | 0.0 | 61.7 | 16.6 | 93.9 | 0.0 | 2.50 | 11.95 | 20.3 | 6 | .0 | N.C. | N.A. | 1253 | 29.14 | 1753 | 40.77 |
| 1985 | 27.5 | 0.0 | 91.5 | 15.4 | 88.0 | 0.0 | 2.50 | 10.95 | 27.0 | 6 | .0 | N.C. | N.A. | 1150 | 41.82 | 1600 | 58.18 |
| 1984 | 26.4 | 0.0 | 92.7 | 9.9 | 88.8 | 0.0 | 2.50 | 10.95 | 9.5– | 4 | .0 | N.C. | N.A. | 963 | 36.48 | 1413 | 53.52 |
| 1983 | 24.5 | 0.0 | 92.3 | 11.9 | 87.4 | 0.0 | 2.00 | 6.95 | 13.1 | 4 | .0 | N.C. | N.A. | 860 | 35.10 | 1335 | 54.49 |



* See Special Notes - Page 7 & 8
#See Special Notes - Page 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Food & Beverage** | | | | | | | | | | | | | | | | | |
| **CANADIAN LIVING'S FOOD MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1987 | 155.3 | 0.0 | 21.0 | 35.8 | 88.6 | 2.6 | 3.50 | 14.98 | 28.7 | 6 | .0 | N.C. | N.A. | N.A. | | 7555 | 48.65 |
| 1986 | | | | | | | | | | | | | | | | | |
| 1985 | | | | | | | | | | | | | | | | | |
| 1984 | | | | | | | | | | | | | | | | | |
| 1983 | | | | | | | | | | | | | | | | | |
| **General Interest** | | | | | | | | | | | | | | | | | |
| **ATLANTIC INSIGHT** | | | | | | | | | | | | | | | | | |
| 1987 | 36.9 | 0.0 | 93.4 | 29.7 | 1.8 | 0.1 | 1.95 | 22.00 | 6.0 | 12 | 2.7 | N.C. | N.A. | 2855 | 77.37 | 3800 | 102.98 |
| 1986 | 37.7 | 0.0 | 91.9 | 27.6 | 3.0 | 1.0 | 1.95 | 22.00 | 6.0 | 12 | 7.7 | N.C. | N.A. | 2735 | 72.55 | 3640 | 96.55 |
| 1985 | 42.2 | 0.0 | 93.7 | 30.3 | 0.3 | 1.6 | 1.95 | 22.00 | 6.0 | 12 | 10.7 | N.C. | N.A. | 2610 | 61.85 | 3475 | 82.35 |
| 1984 | 52.6 | 0.0 | 92.3 | 31.9 | 0.2 | 41.7 | 1.95 | 22.00 | 6.0 | 12 | 6.1 | N.C. | N.A. | 2610 | 49.62 | 3475 | 66.06 |
| 1983 | 48.3 | 0.0 | 89.9 | 45.9 | 3.0 | 46.1 | 1.95 | 22.00 | 6.0 | 12 | 1.5 | N.C. | N.A. | 2510 | 51.97 | 3340 | 69.15 |
| **EQUINOX - THE MAGAZINE OF CANADIAN DISCOVERY** | | | | | | | | | | | | | | | | | |
| 1987 | 163.9 | 0.0 | 92.6 | 120.4 | 49.0 | 0.0 | 3.50 | 18.00 | 14.3 | 6 | 5.4 | 160.0 | 1 | 5730 | 34.96 | 8010 | 48.87 |
| 1986 | 164.5 | 0.0 | 92.1 | 125.0 | 29.7 | 13.3 | 3.50 | 21.00 | 0.0 | 6 | 11.4 | 160.0 | 1 | 5730 | 34.83 | 8010 | 48.69 |
| 1985 | 162.2 | 0.0 | 93.2 | 141.9 | 35.1 | 31.8 | 3.50 | 17.00 | 19.0 | 6 | 19.3 | 600.0 | 0 | 5560 | 34.28 | 7775 | 47.93 |
| 1984 | 146.3 | 0.0 | 92.1 | 135.7 | 48.1 | 4.0 | 3.50 | 17.00 | 19.0 | 6 | 7.2 | 145.0 | 2 | 5400 | 36.91 | 7550 | 51.61 |
| 1983 | 130.0 | 0.0 | 91.1 | 106.3 | 52.7 | 0.0 | 3.25 | 17.00 | 12.8 | 6 | 4.4 | 125.0 | 0 | 4980 | 38.31 | 6960 | 53.54 |
| **HARROWSMITH MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1987 | 157.8 | 0.0 | 89.2 | 118.6 | 36.0 | 18.2 | 3.00 | 16.00 | 11.1 | 6 | 3.4 | 150.0 | 0 | 4675 | 29.63 | 6320 | 40.05 |
| 1986 | 155.1 | 0.0 | 87.8 | 138.2 | 30.3 | 3.6 | 3.00 | 15.00 | 16.7 | 6 | 18.9 | 150.0 | 0 | 4675 | 30.14 | 6320 | 40.75 |
| 1985 | 153.4 | 0.0 | 87.1 | 138.5 | 45.2 | 28.5 | 3.00 | 15.00 | 16.7 | 6 | 13.6 | N.C. | N.A. | 4370 | 28.49 | 5910 | 38.53 |
| 1984 | 144.6 | 0.0 | 86.0 | 100.8 | 68.3 | 0.0 | 3.00 | 15.00 | 16.7 | 6 | 8.0 | 145.0 | 2 | 4125 | 28.53 | 5575 | 38.55 |
| 1983 | 140.7 | 0.0 | 83.9 | 114.3 | 61.3 | 3.8 | 3.00 | 15.00 | 16.7 | 6 | 13.5 | N.C. | N.A | 3700 | 26.30 | 5000 | 35.54 |
| **LEGION MAGAZINE** | | | | | | | | | | | | | | | | | |
| 1987 | 521.6 | 0.0 | 100.0 | 1152.6 | 100.0 | 0.0 | 1.00 | 4.00 | 60.0 | 10 | .0 | N.C. | N.A. | 7755 | 14.87 | 9135 | 17.51 |
| 1986 | 536.0 | 0.0 | 100.0 | 593.7 | 100.0 | 0.0 | 1.00 | 4.00 | 63.6 | 11 | .0 | N.C. | N.A | 7755 | 14.47 | 9135 | 17.04 |
| 1985 | 546.6 | 0.0 | 100.0 | 598.7 | 100.0 | 0.0 | 1.00 | 4.00 | 66.7 | 12 | .0 | N.C. | N.A. | 7455 | 13.64 | 8785 | 16.07 |
| 1984 | 547.1 | 0.0 | 100.0 | 602.6 | 100.0 | 0.0 | 1.00 | 3.00 | 75.0 | 12 | .0 | N.C. | N.A. | 7100 | 12.98 | 8365 | 15.29 |
| 1983 | 532.1 | 0.0 | 100.0 | 593.0 | 100.0 | 0.0 | 1.00 | 3.00 | 72.7 | 11 | .0 | N.C. | N.A. | 4590 | 8.63 | 5400 | 10.15 |
| **READER'S DIGEST CANADIAN ENGLISH EDITION** | | | | | | | | | | | | | | | | | |
| 1987 | 1317.7 | 0.0 | 93.8 | 1218.2 | 45.2 | 32.0 | 2.25 | 22.46 | 16.8 | 12 | 15.7 | N.C. | N.A. | 16525 | 12.54 | 21330 | 16.19 |
| 1986 | 1347.8 | 0.0 | 93.8 | 1201.4 | 49.1 | 32.4 | 1.95 | 20.46 | 12.6 | 12 | 50.1 | N.C. | N.A | 16525 | 12.26 | 21330 | 15.83 |
| 1985 | 1351.6 | 0.0 | 93.5 | 1310.2 | 46.9 | 35.4 | 1.69 | 18.96 | 6.5 | 12 | 91.0 | N.C. | N.A | 15740 | 11.65 | 20315 | 15.03 |
| 1984 | 1312.8 | 0.0 | 93.0 | 1216.3 | 38.5 | 25.2 | 1.69 | 16.57 | 18.3 | 12 | 62.3 | N.C. | N.A. | 14850 | 11.31 | 19165 | 14.60 |
| 1983 | 1329.8 | 0.0 | 92.6 | 1299.0 | 31.1 | 4.0 | 1.50 | 15.46 | 14.1 | 12 | 43.3 | N.C. | N.A. | 13750 | 10.34 | 17745 | 13.34 |

| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **General Interest (cont.)** | | | | | | | | | | | | | | | | | |
| **SATURDAY NIGHT** | | | | | | | | | | | | | | | | | |
| 1987 | 127.9 | 0.0 | 94.0 | 53.5 | 19.4 | 5.5 | 2.75 | 28.00 | 15.2 | 12 | 1.7 | N.C. | N.A. | 5065 | 39.60 | 7250 | 56.68 |
| 1986 | 132.1 | 0.0 | 95.0 | 83.3 | 42.1 | 1.8 | 2.75 | 28.00 | 15.2 | 12 | 6.0 | N.C. | N.A. | 4825 | 36.53 | 6905 | 52.27 |
| 1985 | 136.3 | 0.0 | 95.7 | 61.7 | 37.3 | 0.3 | 2.75 | 28.00 | 15.2 | 12 | 3.8 | N.C. | N.A. | 4640 | 34.04 | 6320 | 46.37 |
| 1984 | 138.6 | 0.0 | 94.9 | 59.8 | 45.3 | 1.8 | 3.25 | 33.00 | 15.4 | 12 | 3.6 | N.C. | N.A. | 4060 | 29.29 | 4870 | 35.14 |
| 1983 | 136.3 | 0.0 | 95.0 | 64.7 | 44.0 | 0.0 | 2.50 | 24.00 | 20.0 | 12 | 12.9 | N.C. | N.A. | 4060 | 29.79 | 5800 | 42.55 |
| **Homes** | | | | | | | | | | | | | | | | | |
| **CITY & COUNTRY HOME** | | | | | | | | | | | | | | | | | |
| 1987 | 87.2 | 0.0 | 93.1 | 92.9 | 1.7 | 6.7 | 2.50 | 22.50 | 10.0 | 10 | .9 | N.C. | N.A. | 5490 | 62.96 | 7195 | 82.51 |
| 1986 | 81.9 | 0.0 | 90.9 | 71.3 | 41.5 | 63.2 | 3.00 | 20.00 | 16.7 | 8 | 8.0 | N.C. | N.A. | 5280 | 64.47 | 6920 | 84.49 |
| 1985 | 83.6 | 0.0 | 89.8 | 73.7 | 39.2 | 74.4 | 3.00 | 20.00 | 16.7 | 8 | 5.6 | N.C. | N.A. | 5030 | 60.17 | 6590 | 78.83 |
| 1984 | 95.6 | 0.0 | 90.3 | 73.1 | 0.4 | 1.0 | 3.00 | 24.00 | 0.0 | 8 | 20.9 | N.C. | N.A. | 4790 | 50.10 | 6275 | 65.64 |
| 1983 | 102.9 | 0.0 | 85.1 | 27.2 | 16.2 | 0.0 | 2.50 | 10.00 | 0.0 | 4 | 1.2 | N.C. | N.A. | 4560 | 44.31 | 5975 | 58.07 |
| **SELECT HOMES** | | | | | | | | | | | | | | | | | |
| 1987 | 122.4 | 0.0 | 93.0 | 91.7 | 73.5 | 1.8 | 2.50 | 15.00 | 25.0 | 8 | 14.0 | N.C. | N.A. | 5650 | 46.16 | 7060 | 57.68 |
| 1986 | | | | | | | | | | | | | | | | | |
| 1985 | | | | | | | | | | | | | | | | | |
| 1984 | | | | | | | | | | | | | | | | | |
| 1983 | | | | | | | | | | | | | | | | | |
| **News** | | | | | | | | | | | | | | | | | |
| **ALBERTA/WESTERN REPORT** | | | | | | | | | | | | | | | | | |
| 1987 | 56.8 | 0.0 | 93.6 | 47.1 | 100.0 | 8.4 | 2.00 | 64.00 | 38.5 | 52 | .0 | N.C. | N.A. | 2365 | 41.64 | 3270 | 57.57 |
| 1986 | 56.0 | 0.0 | 94.2 | 54.1 | 100.0 | 8.4 | 2.00 | 59.00 | 43.3 | 52 | .0 | N.C. | N.A. | 2365 | 42.23 | 3270 | 58.39 |
| 1985 | 58.2 | 0.0 | 94.2 | 55.6 | 100.0 | 3.3 | 2.00 | 59.00 | 43.3 | 52 | .0 | N.C. | N.A. | 2365 | 40.64 | 3270 | 56.19 |
| 1984 | 59.0 | 0.0 | 93.7 | 56.0 | 100.0 | 1.5 | 2.00 | 57.00 | 46.2 | 53 | .0 | N.C. | N.A. | 2365 | 40.08 | 3270 | 55.42 |
| 1983 | 58.4 | 0.0 | 93.4 | 53.5 | 100.0 | 0.0 | 2.00 | 57.00 | 44.1 | 51 | .0 | N.C. | N.A. | 2230 | 38.18 | 3085 | 52.83 |
| **MACLEAN'S - CANADA'S WEEKLY NEWSMAGAZINE** | | | | | | | | | | | | | | | | | |
| 1987 | 649.1 | 0.0 | 97.7 | 428.7 | 42.6 | 45.8 | 1.75 | 45.50 | 50.0 | 52 | 31.0 | 645.0 | 7 | 15240 | 23.48 | 20660 | 31.83 |
| 1986 | 649.0 | 0.0 | 97.5 | 440.0 | 54.8 | 54.6 | 1.75 | 39.00 | 57.1 | 52 | 53.9 | 645.0 | 2 | 14725 | 22.69 | 19965 | 30.76 |
| 1985 | 649.0 | 0.0 | 97.2 | 440.7 | 51.1 | 48.8 | 1.75 | 39.00 | 57.1 | 52 | 40.9 | 645.0 | 5 | 14020 | 21.60 | 19010 | 29.29 |
| 1984 | 644.5 | 0.0 | 96.9 | 458.3 | 44.0 | 55.1 | 1.50 | 32.50 | 59.1 | 53 | 14.7 | N.C. | N.A. | 13285 | 20.61 | 18015 | 27.95 |
| 1983 | 643.6 | 0.0 | 96.9 | 480.7 | 36.3 | 58.2 | 1.25 | 32.50 | 50.0 | 52 | 7.4 | N.C. | N.A. | 12435 | 19.32 | 16865 | 26.20 |
| **TIME - THE WEEKLY NEWSMAGAZINE IN CANADA** | | | | | | | | | | | | | | | | | |
| 1987 | 340.2 | 0.0 | 92.6 | 350.5 | 55.9 | 61.1 | 2.25 | 62.00 | 47.0 | 52 | 13.3 | 335.0 | 19 | 7160 | 21.05 | 11277 | 33.15 |
| 1986 | 360.8 | 0.0 | 93.0 | 420.2 | 55.4 | 68.1 | 2.25 | 62.00 | 47.0 | 52 | 2.2 | 335.0 | 17 | 6900 | 19.12 | 10870 | 30.13 |
| 1985 | 337.9 | 0.0 | 92.2 | 386.2 | 63.1 | 58.2 | 2.25 | 62.00 | 48.0 | 53 | 6.8 | 335.0 | 0 | 5820 | 17.22 | 9165 | 27.12 |
| 1984 | 355.8 | 0.0 | 91.5 | 428.5 | 60.9 | 39.4 | 1.75 | 58.25 | 37.2 | 53 | 2.8 | 335.0 | 0 | 5820 | 16.36 | 9165 | 25.76 |
| 1983 | 333.1 | 0.0 | 88.7 | 352.5 | 72.1 | 42.5 | 1.75 | 48.75 | 46.4 | 52 | 6.7 | 320.0 | 0 | 5195 | 15.60 | 8180 | 24.56 |

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Sports & Recreation** | | | | | | | | | | | | | | | | | |
| **HOCKEY NEWS, THE** | | | | | | | | | | | | | | | | | |
| 1987 | 110.4 | 0.0 | 75.6 | 73.7 | 94.0 | 12.0 | 1.75 | 29.95 | 57.2 | 40 | .0 | N.C. | N.A. | 1590 | 14.40 | 2190 | 19.84 |
| 1986 | 106.2 | 0.0 | 74.9 | 71.6 | 77.6 | 4.3 | 1.50 | 24.95 | 59.4 | 41 | .0 | N.C. | N.A. | 1515 | 14.27 | 2115 | 19.92 |
| 1985 | 108.1 | 0.0 | 75.9 | 66.9 | 67.8 | 8.2 | 1.50 | 24.95 | 57.4 | 39 | .0 | N.C. | N.A. | 1835 | 16.98 | 2435 | 22.53 |
| 1984 | 108.6 | 0.0 | 76.5 | 70.5 | 73.9 | 2.2 | 1.50 | 24.95 | 58.4 | 40 | .0 | N.C. | N.A. | 1815 | 16.71 | 2315 | 21.32 |
| 1983 | 109.3 | 0.0 | 72.9 | 75.1 | 97.5 | 3.6 | 1.50 | 22.95 | 59.7 | 38 | 4.2 | N.C. | N.A. | 1696 | 15.52 | 2196 | 20.09 |
| **Travel** | | | | | | | | | | | | | | | | | |
| **TRAVEL A LA CARTE** | | | | | | | | | | | | | | | | | |
| 1987 | 105.4 | 0.0 | 100.0 | 131.3 | 99.8 | 29.1 | 2.50 | 12.00 | 4.0 | 5 | .0 | N.C. | N.A. | 4576 | 43.42 | 6310 | 59.87 |
| 1986 | | | | | | | | | | | | | | | | | |
| 1985 | | | | | | | | | | | | | | | | | |
| 1984 | | | | | | | | | | | | | | | | | |
| 1983 | | | | | | | | | | | | | | | | | |
| **TV & Radio** | | | | | | | | | | | | | | | | | |
| **NEWFOUNDLAND HERALD, THE** | | | | | | | | | | | | | | | | | |
| 1987 | 39.3 | 0.0 | 2.5 | 1.3 | 100.0 | 0.0 | 1.00 | 41.00 | 21.2 | 52 | .0 | N.C. | N.A. | 890 | 22.65 | 1328 | 33.79 |
| 1986 | 36.8 | 0.0 | 3.0 | 1.4 | 100.0 | 0.0 | 1.00 | 41.00 | 21.2 | 52 | .0 | N.C. | N.A. | 890 | 24.18 | 1328 | 36.09 |
| 1985 | 36.3 | 0.0 | 2.9 | 1.6 | 100.0 | 0.0 | 1.00 | 41.00 | 21.2 | 52 | .0 | N.C. | N.A. | 965 | 26.58 | 1680 | 46.28 |
| 1984 | 35.9 | 0.0 | 2.7 | 1.5 | 100.0 | 0.0 | 1.00 | 45.00 | 13.5 | 52 | .0 | N.C. | N.A. | 910 | 25.35 | 1585 | 44.15 |
| 1983 | 34.8 | 0.0 | 2.5 | 1.3 | 100.0 | 0.0 | 1.00 | 45.00 | 15.1 | 53 | .0 | N.C. | N.A. | 825 | 23.71 | 1425 | 40.95 |
| **SOUND & VISION** | | | | | | | | | | | | | | | | | |
| 1987 | 46.7 | 0.0 | 93.1 | 9.2 | 48.2 | 14.7 | 2.50 | 13.97 | 6.9 | 6 | 4.0 | 65.0 | 6 | 3395 | 72.70 | 4475 | 95.82 |
| 1986 | 49.9 | 0.0 | 93.4 | 17.1 | 53.6 | 21.4 | 2.50 | 13.97 | 6.9 | 6 | 6.8 | 50.0 | 2 | 3236 | 64.85 | 4261 | 85.39 |
| 1985 | 54.0 | 0.0 | 96.1 | 14.7 | 60.1 | 23.1 | 2.00 | 11.97 | 25.2 | 8 | 9.8 | N.C. | N.A. | 3236 | 59.93 | 4261 | 78.91 |
| 1984 | 59.1 | 0.0 | 94.8 | 25.8 | 78.0 | 10.4 | 1.50 | 11.99 | 27.3 | 11 | 11.6 | N.C. | N.A. | 3236 | 54.75 | 4261 | 72.10 |
| 1983 | 63.2 | 0.0 | 95.3 | 28.3 | 72.3 | 6.7 | 1.50 | 11.99 | 33.4 | 12 | 7.7 | N.C. | N.A. | 3236 | 51.20 | 4261 | 67.42 |
| **TV GUIDE** | | | | | | | | | | | | | | | | | |
| 1987 | 806.1 | 0.0 | 51.7 | 493.4 | 75.1 | 11.3 | 0.95 | 33.98 | 31.2 | 52 | 7.8 | N.C. | N.A. | 9720 | 12.06 | 14465 | 17.94 |
| 1986 | 820.6 | 0.0 | 25.9 | 471.1 | 85.6 | 5.4 | 0.85 | 33.98 | 23.1 | 52 | 51.4 | N.C. | N.A. | 11288 | 13.76 | 14110 | 17.19 |
| 1985 | 802.2 | 0.0 | 48.1 | 466.3 | 93.6 | 5.0 | 0.85 | 31.98 | 27.6 | 52 | 53.8 | N.C. | N.A. | 10750 | 13.40 | 13440 | 16.75 |
| 1984 | 808.4 | 0.0 | 42.1 | 430.7 | 76.7 | 10.1 | 0.79 | 29.98 | 27.0 | 52 | 9.7 | N.C. | N.A. | 10240 | 12.67 | 12800 | 15.83 |
| 1983 | 819.6 | 0.0 | 38.3 | 408.8 | 55.3 | 9.4 | 0.75 | 29.98 | 24.6 | 53 | .0 | N.C. | N.A. | 9660 | 11.79 | 12075 | 14.73 |
| **Women's** | | | | | | | | | | | | | | | | | |
| **CANADIAN LIVING** | | | | | | | | | | | | | | | | | |
| 1987 | 525.5 | 0.0 | 61.8 | 364.1 | 84.6 | 3.3 | 1.99 | 17.98 | 30.5 | 13 | .0 | N.C. | N.A. | 13280 | 25.27 | 15625 | 29.73 |
| 1986 | 518.6 | 0.0 | 58.6 | 312.5 | 96.2 | 3.8 | 1.99 | 16.98 | 34.4 | 13 | .0 | N.C. | N.A. | 12710 | 24.51 | 14950 | 28.83 |
| 1985 | 509.8 | 0.0 | 54.1 | 325.4 | 99.2 | 4.4 | 1.79 | 16.98 | 27.0 | 13 | .0 | N.C. | N.A. | 11990 | 23.52 | 14105 | 27.67 |
| 1984 | 475.1 | 0.0 | 45.9 | 265.1 | 99.2 | 0.2 | 1.79 | 15.98 | 31.3 | 13 | .0 | N.C. | N.A. | 9915 | 20.87 | 11660 | 24.54 |
| 1983 | 433.2 | 0.0 | 42.3 | 211.8 | 97.5 | 0.0 | 1.49 | 14.98 | 16.2 | 12 | .0 | N.C. | N.A. | 6940 | 16.02 | 8165 | 18.85 |

## Women's (cont.)

| Year End. 12-31 | Ave. Paid Circ. | % Circ. in 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **CHATELAINE** | | | | | | | | | | | | | | | | | |
| 1987 | 1050.8 | 0.0 | 93.1 | 650.7 | 16.1 | 35.5 | 2.00 | 15.00 | 37.5 | 12 | 18.5 | 1025.0 | 7 | 19175 | 18.25 | 24580 | 23.39 |
| 1986 | 1099.6 | 0.0 | 92.3 | 648.4 | 17.6 | 50.5 | 2.00 | 14.00 | 41.7 | 12 | 107.4 | 1100.0 | 5 | 19175 | 17.44 | 24580 | 22.35 |
| 1985 | 1102.6 | 0.0 | 92.4 | 553.1 | 39.9 | 40.4 | 1.75 | 12.00 | 42.9 | 12 | 93.8 | 1100.0 | 0 | 18260 | 16.56 | 23410 | 21.23 |
| 1984 | 1092.0 | 0.0 | 92.5 | 529.6 | 37.2 | 43.2 | 1.50 | 12.00 | 33.3 | 12 | 9.2 | N.C. | N.A. | 17390 | 15.92 | 22295 | 20.42 |
| 1983 | 1101.8 | 0.0 | 96.2 | 630.1 | 26.0 | 43.2 | 1.50 | 10.00 | 44.4 | 12 | .0 | N.C. | N.A. | 16105 | 14.62 | 20645 | 18.74 |
| **FLARE** | | | | | | | | | | | | | | | | | |
| 1987 | 224.6 | 0.0 | 86.6 | 120.3 | 37.7 | 25.4 | 2.25 | 16.00 | 40.7 | 12 | 7.2 | 220.0 | 2 | 6940 | 30.90 | 9290 | 41.36 |
| 1986 | 223.2 | 0.0 | 87.3 | 103.9 | 41.4 | 38.7 | 2.00 | 16.00 | 33.3 | 12 | 23.1 | 210.0 | 0 | 6555 | 29.37 | 8775 | 39.31 |
| 1985 | 214.5 | 0.0 | 88.0 | 91.4 | 50.1 | 48.5 | 2.00 | 14.00 | 41.7 | 12 | 4.5 | 205.0 | 0 | 6140 | 28.62 | 8220 | 38.32 |
| 1984 | 213.6 | 0.0 | 87.8 | 92.4 | 39.9 | 41.8 | 1.50 | 10.00 | 39.4 | 11 | .0 | N.C. | N.A. | 5690 | 26.64 | 7620 | 35.67 |
| 1983 | 204.0 | 0.0 | 89.1 | 121.6 | 43.1 | 38.4 | 1.50 | 9.00 | 40.0 | 10 | 5.9 | N.C. | N.A. | 5325 | 26.10 | 7130 | 34.95 |
| **ORAH** | | | | | | | | | | | | | | | | | |
| 1987 | 13.8 | 0.0 | 100.0 | 3.3 | 100.0 | 0.0 | 0.00 | 2.05 | 0.0 | 3 | .0 | N.C. | N.A. | 593 | 42.97 | N.A. | |
| 1986 | 14.6 | 0.0 | 100.1 | 4.8 | 100.0 | 0.0 | 0.00 | 2.05 | 0.0 | 5 | .0 | N.C. | N.A. | 593 | 40.62 | N.A. | |
| 1985 | 13.7 | 0.0 | 100.0 | 5.7 | 100.0 | 0.0 | 0.00 | 2.05 | 0.0 | 4 | .8 | N.C. | N.A. | 593 | 43.28 | N.A. | |
| 1984 | 14.2 | 0.0 | 100.0 | 4.5 | 100.0 | 0.0 | 0.00 | 2.05 | 0.0 | 5 | 5.1 | N.C. | N.A. | 593 | 41.76 | N.A. | |
| 1983 | 14.3 | 0.0 | 100.0 | 3.1 | 100.0 | 0.0 | 0.00 | 2.05 | 0.0 | 6 | 4.5 | N.C. | N.A. | 516 | 36.08 | N.A. | |
| **TORONTO LIFE FASHION** | | | | | | | | | | | | | | | | | |
| 1987 | 134.8 | 0.0 | 86.6 | 52.2 | 9.3 | 0.0 | 2.00 | 11.95 | 14.6 | 7 | 1.3 | N.C. | N.A. | 5990 | 44.44 | 7490 | 55.56 |
| 1986 | | | | | | | | | | | | | | | | | |
| 1985 | | | | | | | | | | | | | | | | | |
| 1984 | | | | | | | | | | | | | | | | | |
| 1983 | | | | | | | | | | | | | | | | | |

## CANADIAN (ENGLISH) FIVE YEAR TREND INDICES BY CLASSIFICATION

### Boating & Yachting

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1987 | 99.0 | 104.7 | 82.7 | 77.2 |
| 1986 | 101.2 | 107.4 | 83.7 | 93.4 |
| 1985 | 100.5 | 108.4 | 77.9 | 9.50 |
| 1984 | 105.0 | 109.7 | 91.3 | 96.9 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |

### Business & Finance

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1987 | 167.5 | 160.6 | 403.5 | 265.6 |
| 1986 | 164.6 | 156.5 | 442.4 | 241.3 |
| 1985 | 127.4 | 124.6 | 223.5 | 158.4 |
| 1984 | 129.9 | 128.4 | 181.2 | 168.9 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |

### City Magazines

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1987 | 107.4 | 104.7 | 122.3 | 134.3 |
| 1986 | 106.8 | 104.5 | 119.4 | 117.2 |
| 1985 | 105.2 | 104.9 | 106.5 | 118.2 |
| 1984 | 102.5 | 101.6 | 107.9 | 100.3 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |

### Fishing & Hunting

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1987 | 129.5 | 131.5 | 115.2 | 179.2 |
| 1986 | 132.6 | 128.5 | 162.4 | 171.8 |
| 1985 | 116.6 | 118.5 | 102.7 | 164.7 |
| 1984 | 111.0 | 113.6 | 92.4 | 149.0 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |

### Food & Beverage

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1987 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1986 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1985 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1984 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1983 | 0.0 | 0.0 | 0.0 | 0.0 |

### General Interest

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1987 | 100.4 | 101.5 | 83.7 | 121.1 |
| 1986 | 102.4 | 103.5 | 86.7 | 97.6 |
| 1985 | 103.2 | 104.2 | 88.2 | 102.6 |
| 1984 | 101.1 | 101.6 | 93.4 | 96.6 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |

### Homes

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1987 | 203.7 | 222.6 | 95.4 | 678.7 |
| 1986 | 79.6 | 84.9 | 49.0 | 262.1 |
| 1985 | 81.2 | 85.7 | 55.6 | 271.0 |
| 1984 | 92.9 | 98.5 | 60.8 | 268.8 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |

### News

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1987 | 101.1 | 103.0 | 71.1 | 93.2 |
| 1986 | 103.0 | 104.9 | 72.7 | 103.1 |
| 1985 | 101.0 | 102.4 | 78.0 | 99.5 |
| 1984 | 102.3 | 103.3 | 87.6 | 106.3 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |

### Sports & Recreation

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1987 | 101.0 | 104.8 | 90.9 | 98.1 |
| 1986 | 97.2 | 99.7 | 90.2 | 95.3 |
| 1985 | 98.9 | 102.9 | 88.2 | 89.1 |
| 1984 | 99.4 | 104.3 | 86.1 | 93.9 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |

### Travel

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1987 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1986 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1985 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1984 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1983 | 0.0 | 0.0 | 0.0 | 0.0 |

### TV & Radio

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1987 | 97.2 | 123.0 | 79.4 | 114.9 |
| 1986 | 98.9 | 69.4 | 119.3 | 111.7 |
| 1985 | 97.3 | 117.0 | 83.6 | 110.1 |
| 1984 | 98.5 | 105.9 | 93.3 | 104.5 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |

### Women's

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| 1987 | 111.2 | 113.1 | 102.3 | 123.2 |
| 1986 | 105.9 | 106.2 | 104.3 | 110.7 |
| 1985 | 105.0 | 104.0 | 109.4 | 100.9 |
| 1984 | 102.4 | 99.4 | 116.2 | 92.2 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |

See Page 10 for Listing of Publications by Classification

| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Almanacs & Directories** | | | | | | | | | | | | | | | | | |
| **FRENCH** | | | | | | | | | | | | | | | | | |
| **ALMANACH DU PEUPLE*** | | | | | | | | | | | | | | | | | |
| 1987 | 141.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.95 | 0.00 | 0.0 | 1 | .0 | N.C. | N.A. | 1350 | 9.55 | 2500 | 17.68 |
| 1986 | 133.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.50 | 0.00 | 0.0 | 1 | .0 | N.C. | N.A. | 1285 | 9.65 | 2570 | 19.31 |
| 1985 | 129.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.50 | 0.00 | 0.0 | 1 | .0 | N.C. | N.A. | 1200 | 9.30 | 2400 | 18.59 |
| 1984 | 106.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.50 | 0.00 | 0.0 | 1 | .0 | N.C. | N.A. | 950 | 8.92 | 1550 | 14.55 |
| 1983 | | | | | | | | | | | | | | | | | |
| **Boating & Yachting** | | | | | | | | | | | | | | | | | |
| **QUEBEC YACHTING VOILE & MOTEUR** | | | | | | | | | | | | | | | | | |
| 1987 | 8.0 | 0.0 | 71.4 | 2.6 | 100.0 | 0.0 | 2.75 | 19.50 | 11.4 | 8 | .1 | N.C. | N.A. | 1350 | 168.75 | 1950 | 243.75 |
| 1986 | 7.1 | 0.0 | 75.7 | 3.5 | 99.9 | 0.0 | 2.75 | 19.50 | 21.2 | 9 | .8 | N.C. | N.A. | 1310 | 184.51 | N.A. | |
| 1985 | 6.7 | 0.0 | 74.3 | 1.6 | 97.8 | 0.0 | 2.75 | 19.50 | 77.3– | 4 | .2 | N.C. | N.A. | 1270 | 189.55 | 1870 | 279.10 |
| 1984 | | | | | | | | | | | | | | | | | |
| 1983 | | | | | | | | | | | | | | | | | |
| **Fishing & Hunting** | | | | | | | | | | | | | | | | | |
| **SENTIER CHASSE-PECHE** | | | | | | | | | | | | | | | | | |
| 1987 | 73.6 | 0.0 | 73.5 | 25.6 | 98.0 | 50.7 | 2.95 | 26.00 | 26.6 | 12 | .0 | N.C. | N.A. | 3655 | 49.66 | 4495 | 61.07 |
| 1986 | 73.4 | 0.0 | 75.5 | 31.1 | 100.0 | 99.6 | 2.95 | 26.00 | 19.9 | 11 | .0 | N.C. | N.A. | 3480 | 47.41 | 4280 | 58.31 |
| 1985 | 70.0 | 0.0 | 75.4 | 28.6 | 100.0 | 100.0 | 2.95 | 26.00 | 19.9 | 11 | .0 | N.C. | N.A. | 3250 | 46.43 | 4000 | 57.14 |
| 1984 | 71.9 | 0.0 | 75.1 | 33.4 | 100.0 | 51.8 | 2.75 | 23.00 | 24.0 | 11 | .0 | N.C. | N.A. | 3250 | 45.20 | 4000 | 55.63 |
| 1983 | 80.2 | 0.0 | 80.0 | 34.4 | 100.0 | 49.6 | 2.50 | 21.00 | 23.6 | 11 | .0 | N.C. | N.A. | 3110 | 38.78 | 3860 | 48.13 |
| **Food & Beverage** | | | | | | | | | | | | | | | | | |
| **COUP DE POUCE EXTRA*** | | | | | | | | | | | | | | | | | |
| 1987 | 47.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.99 | 0.00 | 0.0 | 6 | .0 | N.C. | N.A. | N.A. | | 2300 | 46.22 |
| 1986 | 59.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.99 | 0.00 | 0.0 | 6 | .0 | N.C. | N.A. | N.A. | | 2300 | 38.85 |
| 1985 | 96.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.99 | 0.00 | 0.0 | 1 | .0 | N.C. | N.A. | N.A. | | 2300 | 23.96 |
| 1984 | | | | | | | | | | | | | | | | | |
| 1983 | | | | | | | | | | | | | | | | | |
| **SEL ET POIVRE** | | | | | | | | | | | | | | | | | |
| 1987 | 27.8 | 0.0 | 43.3 | 11.7 | 4.4 | 26.3 | 2.95 | 22.95 | 35.2 | 12 | .0 | N.C. | N.A. | 2390 | 85.97 | 2865 | 103.06 |
| 1986 | | | | | | | | | | | | | | | | | |
| 1985 | | | | | | | | | | | | | | | | | |
| 1984 | | | | | | | | | | | | | | | | | |
| 1983 | | | | | | | | | | | | | | | | | |
| **General Interest** | | | | | | | | | | | | | | | | | |
| **L'ACTUALITE** | | | | | | | | | | | | | | | | | |
| 1987 | 264.9 | 0. | 91.6 | 131.3 | 24.0 | 40.7 | 2.00 | 15.00 | 37.5 | 12 | 2.8 | 260.0 | 0 | 7005 | 26.44 | 9215 | 34.79 |
| 1986 | 266.9 | 0.0 | 45.5 | 118.2 | 20.7 | 55.4 | 2.00 | 14.00 | 41.7 | 12 | 5.4 | 260.0 | 0 | 6575 | 24.63 | 8650 | 32.41 |
| 1985 | 265.7 | 0.0 | 92.7 | 107.3 | 30.6 | 56.2 | 1.75 | 12.00 | 42.9 | 12 | 14.0 | 260.0 | 0 | 6205 | 23.35 | 8165 | 30.73 |
| 1984 | 262.9 | 0.0 | 93.7 | 95.4 | 38.4 | 60.2 | 1.50 | 12.00 | 33.3 | 12 | 2.2 | N.C. | N.A. | 5905 | 22.46 | 7775 | 29.57 |
| 1983 | 252.3 | 0.0 | 94.2 | 127.9 | 31.6 | 60.2 | 1.50 | 10.00 | 44.4 | 12 | .6 | N.C. | N.A. | 5490 | 21.76 | 7230 | 28.66 |



*See Special Notes - Pages 7 & 8

| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **General Interest (cont.)** | | | | | | | | | | | | | | | | | |
| **CROC** | | | | | | | | | | | | | | | | | |
| 1987 | 763.8 | 0.0 | 20.1 | 16.4 | 100.0 | 0.0 | 2.95 | 26.95 | 23.9 | 12 | .0 | N.C. | N.A. | 2750 | 35.81 | 3280 | 42.71 |
| 1986 | 73.4 | 0.0 | 20.4 | 17.9 | 100.0 | 0.0 | 2.75 | 24.00 | 27.3 | 12 | .0 | N.C. | N.A. | 2425 | 33.04 | 2890 | 39.37 |
| 1985 | 78.2 | 0.0 | 14.9 | 12.1 | 100.0 | 0.0 | 2.50 | 24.00 | 20.0 | 12 | .0 | N.C. | N.A. | 2310 | 29.54 | 2750 | 35.17 |
| 1984 | 73.3 | 0.0 | 18.2 | 13.2 | 100.0 | 0.0 | 2.50 | 21.00 | 30.0 | 12 | .0 | N.C. | N.A. | 2100 | 28.65 | 2500 | 34.11 |
| 1983 | 74.3 | 0.0 | 17.2 | 13.8 | 100.0 | 0.0 | 2.50 | 18.00 | 40.0 | 12 | .0 | N.C. | N.A. | 2100 | 28.26 | 2500 | 33.65 |
| **SELECTIONS DU READER'S DIGEST** | | | | | | | | | | | | | | | | | |
| 1987 | 359.3 | 0.0 | 93.3 | 335.0 | 26.2 | 42.1 | 2.25 | 22.46 | 16.8 | 12 | 21.0 | N.C. | N.A. | 16525 | 45.99 | 21330 | 59.37 |
| 1986 | 378.1 | 0.0 | 93.7 | 368.1 | 28.4 | 42.3 | 1.95 | 20.46 | 12.6 | 12 | 43.7 | N.C. | N.A. | 6330 | 16.74 | 7740 | 20.47 |
| 1985 | 380.8 | 0.0 | 93.1 | 388.7 | 23.4 | 53.7 | 1.69 | 18.96 | 6.5 | 12 | 29.0 | N.C. | N.A. | 6030 | 15.84 | 7350 | 19.30 |
| 1984 | 348.3 | 0.0 | 92.8 | 361.8 | 43.0 | 39.0 | 1.69 | 16.57 | 18.3 | 12 | 26.6 | N.C. | N.A. | 5385 | 15.46 | 6580 | 18.89 |
| 1983 | 329.7 | 0.0 | 91.5 | 317.1 | 37.9 | 6.9 | 1.50 | 15.46 | 14.1 | 12 | 6.4 | N.C. | N.A. | 4810 | 14.59 | 5875 | 17.82 |
| **Health** | | | | | | | | | | | | | | | | | |
| **SANTE** | | | | | | | | | | | | | | | | | |
| 1987 | 29.3 | 0.0 | 36.0 | 11.2 | 12.1 | 16.3 | 2.95 | 22.95 | 29.3 | 11 | .0 | N.C. | N.A. | 1970 | 67.24 | 2425 | 82.76 |
| 1986 | | | | | | | | | | | | | | | | | |
| 1985 | | | | | | | | | | | | | | | | | |
| 1984 | | | | | | | | | | | | | | | | | |
| 1983 | | | | | | | | | | | | | | | | | |
| **Homes** | | | | | | | | | | | | | | | | | |
| **DECORATION CHEZ-SOI** | | | | | | | | | | | | | | | | | |
| 1987 | 65.0 | 0.0 | 34.7 | 18.2 | 26.1 | 31.6 | 2.95 | 25.95 | 20.0 | 11 | .0 | N.C. | N.A. | N.A. | | 3700 | 56.92 |
| 1986 | 64.9 | 0.0 | 29.9 | 15.3 | 82.2 | 0.0 | 2.75 | 23.95 | 20.8 | 11 | .0 | N.C. | N.A. | N.A. | | 3520 | 54.24 |
| 1985 | 64.9 | 0.0 | 31.2 | 14.7 | 92.8 | 0.0 | 2.50 | 24.00 | 12.7 | 11 | .0 | N.C. | N.A. | N.A. | | 3350 | 51.62 |
| 1984 | 67.2 | 0.0 | 33.8 | 16.9 | 94.6 | 0.0 | 2.50 | 24.00 | 20.0 | 12 | .9 | N.C. | N.A. | N.A. | | 3350 | 49.85 |
| 1983 | 76.6 | 0.0 | 28.8 | 21.7 | 83.9 | 0.0 | 2.50 | 24.00 | 20.0 | 12 | 1.0 | N.C. | N.A. | 3350 | 43.73 | 3350 | 43.73 |
| **LES IDEES DE MA MAISON** | | | | | | | | | | | | | | | | | |
| 1987 | 92.7 | 0.0 | 42.1 | 25.8 | 11.1 | 17.9 | 2.95 | 24.00 | 18.6 | 10 | .0 | N.C. | N.A. | N.A. | | 3950 | 42.61 |
| 1986 | 89.9 | 0.0 | 41.9 | 26.5 | 29.1 | 25.5 | 2.75 | 24.00 | 12.7 | 10 | .0 | N.C. | N.A. | N.A. | | 3825 | 42.55 |
| 1985 | 73.6 | 0.0 | 30.7 | 25.9 | 44.1 | 64.5 | 2.50 | 24.00 | 12.7 | 11 | .0 | N.C. | N.A. | N.A. | | 2750 | 37.36 |
| 1984 | 52.5 | 0.0 | 16.0 | 13.9 | 66.8 | 39.0 | 2.50 | 24.00 | 20.0 | 12 | .0 | N.C. | N.A. | N.A. | | 2750 | 52.38 |
| 1983 | 60.4 | 0.0 | 1.5 | 1.7 | 96.6 | 0.0 | 2.50 | 24.00 | 20.0 | 12 | .0 | N.C. | N.A. | N.A. | | 2000 | 33.11 |
| **PLANS DE MAISONS DU QUEBEC** | | | | | | | | | | | | | | | | | |
| 1987 | 28.9 | 0.0 | 23.3 | 5.1 | 71.1 | 0.0 | 3.95 | 12.95 | 18.0 | 4 | .0 | N.C. | N.A. | 1595 | 55.19 | 2200 | 76.12 |
| 1986 | | | | | | | | | | | | | | | | | |
| 1985 | | | | | | | | | | | | | | | | | |
| 1984 | | | | | | | | | | | | | | | | | |
| 1983 | | | | | | | | | | | | | | | | | |

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Homes (cont.)** | | | | | | | | | | | | | | | | | |
| **RENOVATION BRICOLAGE** | | | | | | | | | | | | | | | | | |
| 1987 | 36.8 | 0.0 | 72.1 | 22.9 | 26.1 | 19.8 | 2.95 | 27.95 | 21.0 | 12 | .0 | N.C. | N.A. | 2670 | 72.55 | 3125 | 84.92 |
| 1986 | 37.3 | 0.0 | 67.4 | 23.7 | 83.4 | 0.0 | 2.95 | 25.95 | 26.7 | 12 | .0 | N.C. | N.A. | 2205 | 59.12 | 2705 | 72.52 |
| 1985 | 35.8 | 0.0 | 68.2 | 19.2 | 90.2 | 0.0 | 2.75 | 26.00 | 21.2 | 12 | .0 | N.C. | N.A. | 2100 | 58.66 | 2575 | 71.93 |
| 1984 | 39.1 | 0.0 | 66.5 | 21.9 | 84.4 | 0.0 | 2.50 | 24.00 | 20.0 | 12 | .5 | N.C. | N.A. | 2100 | 53.71 | 2575 | 65.86 |
| 1983 | 41.6 | 0.0 | 70.0 | 25.1 | 90.6 | 0.0 | 2.50 | 24.00 | 20.0 | 12 | .4 | N.C. | N.A. | 2000 | 48.08 | 2475 | 59.50 |
| **Music** | | | | | | | | | | | | | | | | | |
| **WOW!** | | | | | | | | | | | | | | | | | |
| 1987 | 34.6 | 0.0 | 31.3 | 11.5 | 45.1 | 42.2 | 1.99 | 15.00 | 37.2 | 12 | .0 | N.C. | N.A. | 1465 | 42.34 | 1950 | 56.36 |
| 1986 | 35.3 | 0.0 | 24.0 | 11.0 | 71.5 | 71.5 | 1.99 | 15.00 | 37.2 | 12 | .0 | N.C. | N.A. | 1465 | 41.50 | 1950 | 55.24 |
| 1985 | | | | | | | | | | | | | | | | | |
| 1984 | | | | | | | | | | | | | | | | | |
| 1983 | | | | | | | | | | | | | | | | | |
| **Business & Finance** | | | | | | | | | | | | | | | | | |
| **L'ARGENT ET VOUS** | | | | | | | | | | | | | | | | | |
| 1987 | 38.4 | 0.0 | 21.4 | 12.4 | 0.8 | 0.0 | 2.95 | 29.21 | 10.0 | 11 | .0 | N.C. | N.A. | 2975 | 77.47 | 3500 | 91.15 |
| 1986 | | | | | | | | | | | | | | | | | |
| 1985 | | | | | | | | | | | | | | | | | |
| 1984 | | | | | | | | | | | | | | | | | |
| 1983 | | | | | | | | | | | | | | | | | |
| **Science & Technology** | | | | | | | | | | | | | | | | | |
| **QUEBEC SCIENCE** | | | | | | | | | | | | | | | | | |
| 1987 | 20.1 | 0.0 | 77.3 | 9.5 | 99.7 | 0.0 | 2.95 | 25.00 | 23.00 | 11 | .4 | N.C. | N.A. | 1600 | 79.60 | 2125 | 105.72 |
| 1986 | 19.6 | 0.0 | 77.4 | 14.2 | 98.9 | 0.0 | 2.95 | 25.00 | 29.4 | 12 | .0 | N.C. | N.A. | 1600 | 81.63 | 2125 | 108.42 |
| 1985 | 20.0 | 0.0 | 73.6 | 10.7 | 89.6 | 0.0 | 2.95 | 25.00 | 29.4 | 12 | .0 | N.C. | N.A. | 1500 | 75.00 | 1900 | 95.00 |
| 1984 | 19.9 | 0.0 | 77.0 | 12.0 | 99.1 | 0.0 | 2.95 | 25.00 | 29.4 | 12 | .0 | N.C. | N.A. | 1500 | 75.38 | 1900 | 95.48 |
| 1983 | 20.4 | 0.0 | 73.9 | 12.5 | 99.0 | 0.0 | 2.95 | 23.00 | 35.0 | 12 | 0 | N.C. | N.A. | 1400 | 68.63 | 1750 | 85.78 |
| **Senior Citizens** | | | | | | | | | | | | | | | | | |
| **LE TEMPS DE VIVRE** | | | | | | | | | | | | | | | | | |
| 1987 | 22.0 | 0.0 | 56.5 | 9.1 | 99.6 | 0.0 | 1.95 | 15.00 | 35.9 | 12 | .1 | N.C. | N.A. | 1528 | 69.45 | 2278 | 103.55 |
| 1986 | 20.3 | 0.0 | 57.7 | 12.4 | 100.0 | 0.0 | 1.95 | 19.50 | 16.7 | 12 | .5 | N.C. | N.A. | 910 | 44.83 | 1410 | 69.46 |
| 1985 | | | | | | | | | | | | | | | | | |
| 1984 | | | | | | | | | | | | | | | | | |
| 1983 | | | | | | | | | | | | | | | | | |
| **TV & Radio** | | | | | | | | | | | | | | | | | |
| **TV HEBDO** | | | | | | | | | | | | | | | | | |
| 1987 | 274.1 | 0.0 | 18.0 | 46.2 | 0.5 | 0.0 | 0.95 | 39.78 | 19.5 | 52 | .0 | 272.4 | 8 | 4116 | 15.02 | 5145 | 18.77 |
| 1986 | 270.8 | 0.0 | 18.7 | 61.6 | 0.0 | 0.0 | 0.95 | 39.78 | 19.5 | 52 | .0 | N.C. | N.A. | 3315 | 12.24 | 4535 | 16.75 |
| 1985 | 254.9 | 0.0 | 14.9 | 43.7 | 0.2 | 0.0 | 0.89 | 38.78 | 16.2 | 52 | .0 | N.C. | N.A. | 3315 | 13.01 | 4535 | 17.79 |
| 1984 | 228.0 | 0.0 | 10.9 | 30.6 | 23.0 | 0.0 | 0.85 | 35.95 | 18.7 | 52 | .0 | N.C. | N.A. | 3155 | 13.84 | 4320 | 18.95 |
| 1983 | 233.1 | 0.0 | 5.2 | 22.1 | 33.8 | 0.0 | 0.75 | 35.95 | 7.8 | 52 | .0 | N.C. | N.A. | 2995 | 12.85 | 4075 | 17.48 |

| Year End. 12-31 | Ave. Paid Circ. | % Circ. In 48 States | % Sub. | Total Subs. Sold | % @ Basic Rates | % With Prem. | Sngl. Copy Price | 1 Yr. Sub. Price | % Disc. | # of Issues | Post Exp. Copies | Rate Base/ Circ. Guar. | # Iss. Below Rate Base | Adv. Rate B & W | Cost Per M | Adv. Rate 4-C | Cost Per M |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TV & Radio (cont.)** | | | | | | | | | | | | | | | | | |
| **TV PLUS** | | | | | | | | | | | | | | | | | |
| 1987 | 21.6 | 0.0 | 0.9 | 0.2 | 15.6 | 0.0 | 0.85 | 37.44 | 15.3 | 52 | .0 | N.C. | N.A. | 280 | 12.96 | N.A. | |
| 1986 | 22.7 | 0.0 | 0.3 | 0.2 | 58.9 | 0.0 | 0.85 | 37.44 | 15.3 | 52 | .0 | N.C. | N.A. | 265 | 11.67 | N.A. | |
| 1985 | 23.9 | 0.0 | 0.5 | 0.1 | 100.0 | 0.0 | 0.85 | 37.44 | 15.3 | 52 | .0 | N.C. | N.A. | 265 | 11.09 | N.A. | |
| 1984 | 24.9 | 0.0 | 0.6 | 0.1 | 100.0 | 0.0 | 0.80 | 37.44 | 10.0 | 52 | .0 | N.C. | N.A. | 250 | 10.04 | N.A. | |
| 1983 | 31.0 | 0.0 | 0.7 | 0.2 | 100.0 | 0.0 | 0.70 | 33.95 | 8.5 | 53 | .0 | N.C. | N.A. | 235 | 7.58 | N.A. | |
| **Women's** | | | | | | | | | | | | | | | | | |
| **CHATELAINE** | | | | | | | | | | | | | | | | | |
| 1987 | 283.0 | 0.0 | 92.9 | 149.0 | 19.7 | 48.0 | 2.00 | 15.00 | 37.5 | 12 | 9.2 | 275.0 | 6 | 6560 | 23.18 | 8420 | 29.75 |
| 1986 | 299.2 | 0.0 | 92.8 | 144.7 | 19.5 | 65.1 | 2.00 | 14.00 | 41.7 | 12 | 31.8 | 300.0 | 5 | 6550 | 21.89 | 8420 | 28.14 |
| 1985 | 303.3 | 0.0 | 92.7 | 143.8 | 41.9 | 67.2 | 1.75 | 12.00 | 42.9 | 12 | 22.4 | 300.0 | 1 | 6190 | 20.41 | 7945 | 26.20 |
| 1984 | 299.0 | 0.0 | 93.0 | 117.4 | 34.6 | 74.7 | 1.50 | 12.00 | 33.3 | 12 | 9.8 | N.C. | N.A. | 5895 | 19.72 | 7565 | 25.30 |
| 1983 | 300.5 | 0.0 | 92.6 | 162.8 | 37.1 | 62.7 | 1.50 | 10.00 | 44.4 | 12 | .7 | N.C. | N.A. | 5410 | 18.00 | 6940 | 23.09 |
| **CLIN D'OEIL** | | | | | | | | | | | | | | | | | |
| 1987 | 71.3 | 0.0 | 16.4 | 10.0 | 8.8 | 17.3 | 2.95 | 27.95 | 21.0 | 12 | .0 | N.C. | N.A. | 3905 | 54.77 | 4305 | 60.38 |
| 1986 | 68.1 | 0.0 | 13.1 | 7.9 | 72.6 | 0.0 | 2.95 | 30.95 | 19.3 | 13 | .0 | N.C. | N.A. | 3210 | 47.14 | 3720 | 54.63 |
| 1985 | 74.7 | 0.0 | 15.9 | 10.0 | 99.9 | 0.0 | 2.95 | 32.00 | 16.6 | 13 | .0 | N.C. | N.A. | 3000 | 40.16 | 3475 | 46.52 |
| 1984 | 85.3 | 0.0 | 15.0 | 10.1 | 96.1 | 0.0 | 2.95 | 28.00 | 27.0 | 13 | 1.4 | N.C. | N.A. | 2545 | 29.84 | 3020 | 35.40 |
| 1983 | 76.2 | 0.0 | 10.5 | 9.9 | 76.8 | 0.0 | 2.50 | 24.00 | 20.0 | 12 | 1.2 | N.C. | N.A. | 2545 | 33.40 | 3020 | 39.63 |
| **COUP DE PEIGNE*** | | | | | | | | | | | | | | | | | |
| 1987 | 30.1 | 0.0 | 8.6 | 1.3 | 66.3 | 16.9 | 2.95 | 9.00 | 23.7 | 4 | .0 | N.C. | N.A. | 1475 | 49.00 | 2075 | 68.94 |
| 1986 | 37.7 | 0.0 | 12.5 | 1.4 | 41.2 | 12.5 | 2.75 | 9.00 | 18.2 | 4 | .0 | N.C. | N.A. | 1275 | 33.82 | 1825 | 48.41 |
| 1985 | 40.1 | 0.0 | 13.4 | 1.5 | 47.6 | 10.7 | 2.75 | 9.00 | 9.1– | 3 | .0 | N.C. | N.A. | 1275 | 31.80 | 1675 | 41.77 |
| 1984 | 42.7 | 0.0 | 9.3 | 6.5 | 0.4 | 43.5 | 2.50 | 12.00 | 20.0 | 6 | .0 | N.C. | N.A. | 1275 | 29.86 | 1675 | 39.23 |
| 1983 | 42.8 | 0.0 | 0.8 | 1.1 | 0.0 | 0.0 | 2.25 | 11.00 | 18.5 | 6 | .0 | N.C. | N.A. | 850 | 19.86 | 1250 | 29.21 |
| **COUP DE POUCE*** | | | | | | | | | | | | | | | | | |
| 1987 | 141.2 | 0.0 | 45.5 | 52.5 | 0.6 | 0.0 | 2.25 | 26.33 | 10.0 | 13 | 5.0 | N.C. | N.A. | 5000 | 35.41 | 5885 | 41.68 |
| 1986 | 149.3 | 0.0 | 44.0 | 62.9 | 0.1 | 0.0 | 1.89 | 20.41 | 16.9 | 13 | 9.4 | N.C. | N.A. | 5000 | 33.49 | 5885 | 39.42 |
| 1985 | 173.4 | 0.0 | 43.2 | 38.4 | 0.0 | 0.0 | 1.89 | 20.41 | 10.0 | 12 | 10.1 | N.C. | N.A. | 5320 | 30.68 | 6260 | 36.10 |
| 1984 | 172.3 | 0.0 | 30.2 | 68.5 | 36.3 | 0.0 | 1.49 | 16.09 | 8.0– | 10 | 3.6 | N.C. | N.A. | 3930 | 22.81 | 4625 | 26.84 |
| 1983 | | | | | | | | | | | | | | | | | |
| **FILLES D'AUJOURD'HUI** | | | | | | | | | | | | | | | | | |
| 1987 | 33.2 | 0.0 | 39.3 | 8.1 | 38.8 | 38.8 | 2.50 | 25.00 | 16.7 | 12 | .0 | N.C. | N.A. | 1250 | 37.65 | 1650 | 49.70 |
| 1986 | 32.3 | 0.0 | 53.6 | 13.5 | 8.4 | 14.8 | 2.25 | 25.00 | 7.4 | 12 | .0 | N.C. | N.A. | 1090 | 33.75 | 1490 | 46.13 |
| 1985 | 27.6 | 0.0 | 43.2 | 14.2 | 4.4 | 4.9 | 2.25 | 21.00 | 22.2 | 12 | .0 | N.C. | N.A. | 1090 | 39.49 | 1490 | 53.99 |
| 1984 | 24.1 | 0.0 | 31.3 | 8.9 | 1.3 | 33.5 | 2.25 | 21.00 | 22.2 | 12 | .0 | N.C. | N.A. | 980 | 40.66 | 1380 | 57.26 |
| 1983 | 25.3 | 0.0 | 19.6 | 6.0 | 46.1 | 35.0 | 1.99 | 19.00 | 20.4 | 12 | .0 | N.C. | N.A. | 980 | 38.74 | 1380 | 54.55 |
| **LE LUNDI** | | | | | | | | | | | | | | | | | |
| 1987 | 101.6 | 0.0 | 21.1 | 42.6 | 99.8 | 54.8 | 1.79 | 65.00 | 30.2 | 52 | .0 | N.C. | N.A. | 3145 | 30.95 | 4195 | 41.29 |
| 1986 | 95.2 | 0.0 | 14.4 | 20.1 | 100.0 | 80.2 | 1.79 | 65.00 | 30.2 | 52 | .0 | N.C. | N.A. | 2995 | 31.46 | 3995 | 41.96 |
| 1985 | 93.4 | 0.0 | 11.6 | 13.5 | 100.0 | 100.0 | 1.69 | 60.00 | 31.7 | 52 | .0 | N.C. | N.A. | 1940 | 20.77 | 3045 | 32.60 |
| 1984 | 99.1 | 0.0 | 12.9 | 12.0 | 100.0 | 100.0 | 1.50 | 66.66 | 14.5 | 52 | .0 | N.C. | N.A. | 1870 | 18.87 | 2495 | 25.18 |
| 1983 | 117.4 | 0.0 | 9.4 | 12.9 | 100.0 | 0.0 | 1.50 | 66.66 | 16.2 | 53 | .0 | N.C. | N.A. | 1725 | 14.69 | 2300 | 19.59 |

*See Special Notes - Pages 7 & 8

## CANADIAN (FRENCH) FIVE YEAR TREND INDICES BY CLASSIFICATION

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| **Almanacs & Directories** | | | | |
| 1987 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1986 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1985 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1984 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1983 | 0.0 | 0.0 | 0.0 | 0.0 |
| **Boating & Yachting** | | | | |
| 1987 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1986 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1985 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1984 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1983 | 0.0 | 0.0 | 0.0 | 0.0 |
| **Fishing & Hunting** | | | | |
| 1987 | 91.8 | 84.3 | 121.9 | 74.4 |
| 1986 | 91.5 | 86.3 | 112.5 | 90.4 |
| 1985 | 87.3 | 82.2 | 107.5 | 83.1 |
| 1984 | 89.7 | 84.1 | 111.9 | 97.1 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Food & Beverage** | | | | |
| 1987 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1986 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1985 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1984 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1983 | 0.0 | 0.0 | 0.0 | 0.0 |
| **General Interest** | | | | |
| 1987 | 106.8 | 107.4 | 103.6 | 105.2 |
| 1986 | 109.5 | 88.9 | 218.7 | 109.9 |
| 1985 | 110.4 | 110.9 | 107.8 | 110.7 |
| 1984 | 104.3 | 105.5 | 97.7 | 102.5 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Health** | | | | |
| 1987 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1986 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1985 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1984 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1983 | 0.0 | 0.0 | 0.0 | 0.0 |
| **Homes** | | | | |
| 1987 | 125.1 | 182.0 | 101.7 | 148.5 |
| 1986 | 107.6 | 157.8 | 86.9 | 135.1 |
| 1985 | 97.6 | 129.0 | 84.7 | 123.3 |
| 1984 | 88.9 | 109.6 | 80.4 | 108.7 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |

| Year End. 12-31 | Ave. Paid Circ. | Sub. | News-Stand | Total Subs. Sold |
|---|---|---|---|---|
| **Music** | | | | |
| 1987 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1986 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1985 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1984 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1983 | 0.0 | 0.0 | 0.0 | 0.0 |
| **Business & Finance** | | | | |
| 1987 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1986 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1985 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1984 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1983 | 0.0 | 0.0 | 0.0 | 0.0 |
| **Science & Technology** | | | | |
| 1987 | 98.5 | 102.6 | 86.8 | 76.0 |
| 1986 | 96.1 | 100.7 | 83.0 | 113.6 |
| 1985 | 98.0 | 97.4 | 100.0 | 85.6 |
| 1984 | 97.5 | 101.3 | 86.8 | 96.0 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Senior Citizens** | | | | |
| 1987 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1986 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1985 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1984 | 0.0 | 0.0 | 0.0 | 0.0 |
| 1983 | 0.0 | 0.0 | 0.0 | 0.0 |
| **TV & Radio** | | | | |
| 1987 | 112.0 | 402.4 | 97.8 | 208.1 |
| 1986 | 111.1 | 412.2 | 96.4 | 277.1 |
| 1985 | 105.6 | 309.8 | 95.6 | 196.4 |
| 1984 | 95.8 | 203.3 | 90.5 | 137.7 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |
| **Women's** | | | | |
| 1987 | 117.5 | 124.2 | 109.6 | 136.7 |
| 1986 | 121.3 | 128.2 | 113.2 | 130.0 |
| 1985 | 126.7 | 130.9 | 121.9 | 114.9 |
| 1984 | 128.5 | 121.3 | 136.9 | 115.9 |
| 1983 | 100.0 | 100.0 | 100.0 | 100.0 |

See Page 10 for Listing of Publications by Classification

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## CORRECTION NOTICE

## MAGAZINE TREND REPORT
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### PAGE 20 READER'S DIGEST 1987

The 1987 1 year subscription price for Reader's Digest should be amended to read: $16.93